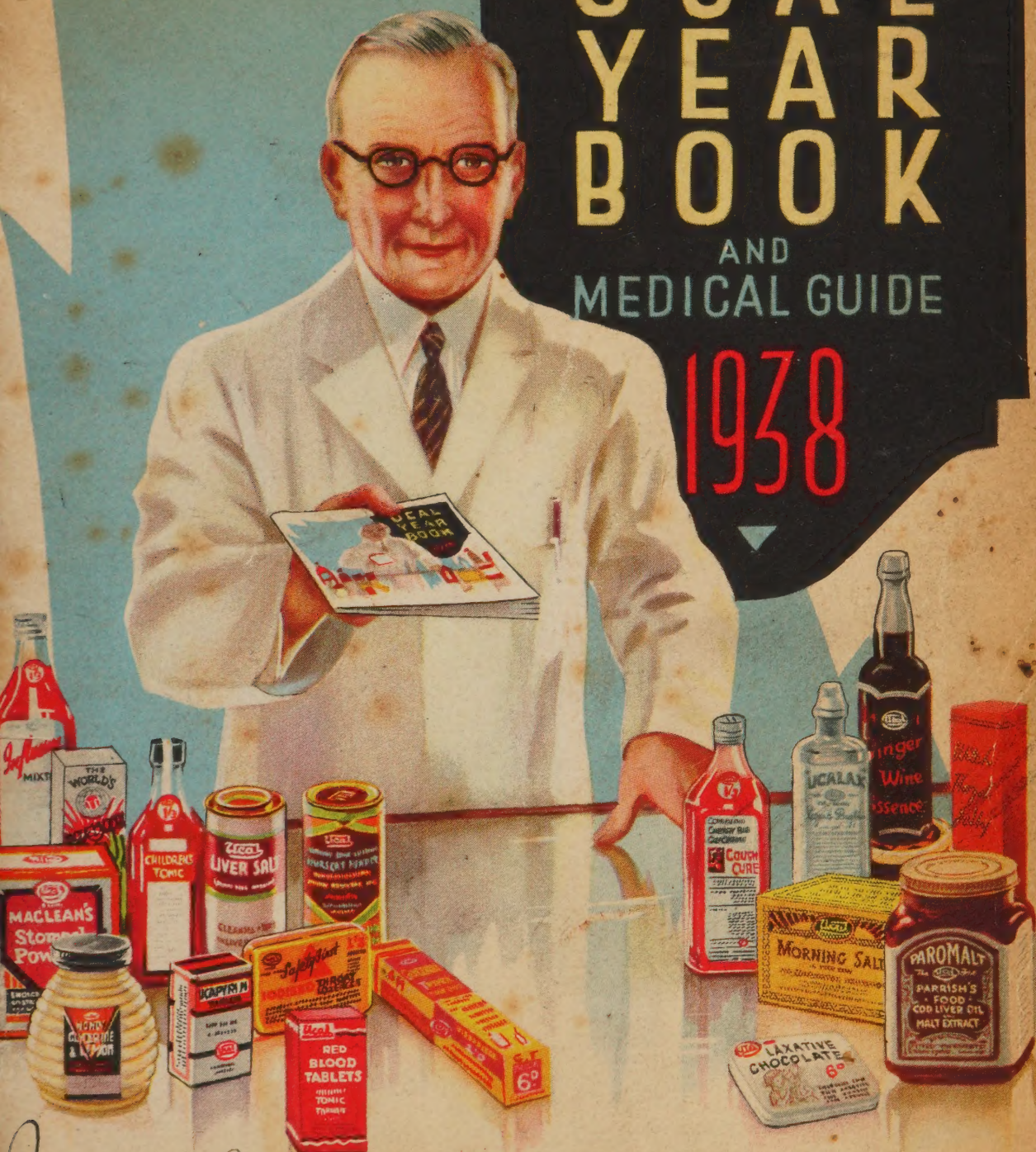


UCAL YEAR BOOK

AND
MEDICAL GUIDE

1938



With the Compliments of
J. F. WOOD, M.P.S.
Dispensing and Photographic Chemist
BROADWATER, WORTHING

Telephone No. 2543

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MEDICAL *Guide*

FOR THE TREATMENT OF
EVERYDAY COMPLAINTS
AND OTHER VALUABLE
INFORMATION

1938

PUBLISHED BY THE UNITED CHEMISTS ASSOCIATION LTD.
CHELT ENHAM SPA LONDON

UCAL MEDICAL GUIDE

GIVE THEM RENEWED ENERGY..



UCAL

CHILDREN'S TONIC

There are times when children lack energy and are off their food—or their vitality has been sapped—then it is time to give them a dose of Ucal Children's Tonic, so beneficial in building up a strong and healthy constitution. It is also a good "pick-me-up" after those many children's illnesses. Contains Red Bone Marrow, Liquid Extract of Malt, and Soluble Phosphates.



Per Bottle



FOREWORD

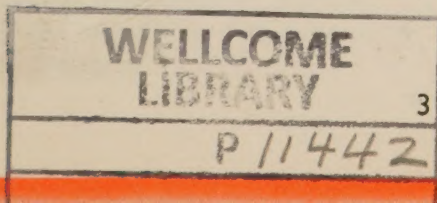
PLEASE accept this Medical Guide and Year Book"—with these simple words we preface our 1938 edition. Not only does it illustrate to you the more intimate touch of your "Ucal" Chemist, but it also carries with it a guarantee of a personal service that counts for such a lot in this "rush-away" world, when it is more often than not neglected.

Continually we get requests for this Book, a testimony to the valuable information contained therein for the treatment of minor ailments and the helpful sales guide to "Ucal" Products in helping to combat or treat them.

The "Fitter Britain" Campaign has prompted us to deal with this in the topical section with the hope that it will be appreciated by those anxious that Britain shall be, and maintained, a first-class nation.

For first-class Medical and Toilet Products insist on and see that you get "Ucal" from your "Ucal" Qualified Chemist.

UNITED CHEMISTS ASSOCIATION LTD.
CHELTENHAM SPA **LONDON**



*The easy
way to
take extra
vitamins*



*Ucal
Halibut Liver Oil
Capsules*



Halibut Liver Oil is a rich source of Vitamin A—Ensures growth promotion, and increases resistance against infection.

1/9 for 25 CAPSULES

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THE IMPORTANCE OF VITAMINS AS AN ADJUNCT TO FITNESS

During recent years, a great deal has been heard of the importance of various substances which are present in many of our foodstuffs. Their presence in adequate quantities in the diet is absolutely essential for the maintenance of good health. They are distinguished from other constituents of food stuffs such as fats, protein, carbohydrates, mineral salts and water, by the very small quantities essential for a properly balanced diet. They have become known generally as Vitamins.

These Vitamins are very complex chemical substances and for the sake of simplicity they are usually known by the letters A, B, C, D, etc.

Vitamins A and D are found in the liver oils of the cod and the halibut. Vitamin A promotes growth and increases resistance against infection, whilst an adequate amount of Vitamin D is of importance to the growing child, not only from the point of view of preventing rickets but also for the proper formation of bone and teeth.

The Vitamin content of Ucal Cod Liver Oil has been standardised and this product can be used with every confidence. Many people prefer the Cod Liver Oil in an emulsified form and Ucal Cod Liver Oil Emulsion will be found to be very pleasant to take. Not only does the preparation contain the necessary Vitamins A and D but small amounts of calcium and phosphorous are incorporated, which further aid the processes necessary for good bone building.

Halibut Liver Oil is a very rich source of Vitamin A and consequently a very small dose only is necessary (compared with Cod Liver Oil). This oil is contained in Ucal Halibut Liver Oil Capsules, in which form the characteristic fishy taste of the oil is completely overcome.

Ucal Paromalt is a scientifically prepared compound consisting of Cod Liver Oil, Malt Extract and Chemical Food. It will be seen that this product is one of general utility, containing fat, carbohydrate, protein, the Vitamins A, B, and D, as well as the necessary daily intake of iron, calcium and phosphorous.

Vitamin B—found in yeast, nuts, and malt products, etc.—is called the anti-neuritic factor and assists in promoting normal digestive processes. It is further valuable in its nerve tonic action, and the general opinion is that a good Malt Extract will contain quite sufficient for individual requirements.

The only other Vitamin which we need mention is Vitamin C (anti-scurvy). This is present in Orange and Lemon juice, and in practically all vegetables. Ucal Vitality Malt Extract contains a suitable proportion of fresh fruit juice, and besides supplying Vitamins A, B, and D, it contains the necessary daily dose of Vitamin C.

POISONS AND THEIR ANTIDOTES

CALL IN A DOCTOR AT ONCE

POISONS.	SYMPTOMS.	ANTIDOTES.
Acid Carbolic (Phenol)	White blisters and breath smelling of carbolic.	Wash out stomach with warm water (60 deg. Fah.) containing one tablespoonful of Epsom Salts or Glauber Salts in each half-pint solution. Follow later with white of egg beaten up with milk or olive oil, half to one wine-glassful.
Acids, strong	Mouth blistered, white or stained, acute pain, vomiting, tendency to suffocation, shock.	NO EMETICS. —Magnesia, milk of lime, chalk or carbonate of soda in water, followed when acid is neutralised by olive oil, gruel, or milk.
Acid Nitric	Yellow or orange stain shows.	
Acid Sulphuric, strong	Black stain shows.	DO NOT DELAY. Cold water to chest and head, use artificial respiration, and give stimulants—give brandy if able to swallow.
Acid Hydroch., strong	Red angry stain shows.	
Acid Acetic, strong	White blisters with smell of vinegar.	Cold douches to head, rouse patient and keep awake. Give hot strong coffee or tea. When recovered keep warm.
Acid Hydrocyanic (Prussic Acid) or Cyanides	Breath smells of bitter almonds, eyes fixed, pupils dilated, skin cold and clammy, insensibility, gasping respirations.	
Alcohol (Acute)	Leering, vacant expression, giddiness, pupils of eyes dilated, pulse strong, skin sweating.	NO EMETICS. —Give common vinegar or a solution of Acetic Acid containing one teaspoonful of the glacial acid per wine-glassful, or else solutions of Tartaric or Citric Acid of similar strength; or Lemon Juice. Later give olive oil or milk.
Caustic Potash Caustic Soda Liquid Ammonia Quicklime	Mouth blistered and white, slimy to touch, acute pain, etc., as in "Acids, strong."	
Arsenic, Salts of	General symptoms of irritant poisons with possibly odour of garlic in breath.	Give a teaspoonful of Steel Drops or Tincture of Iron, mixed with Magnesia, in a cupful of water, and repeat frequently.

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Chloroform	Stertorous breathing, characteristic odour of breath.	Artificial respiration. Flick the face and chest with wet towel. If poison was swallowed give emetics, if patient is not insensible.
Iodine	General symptoms with peculiar odour in breath, or vomit.	If detected immediately emetics may be given. If taken some time give repeatedly one tablespoonful of Bicarbonate of Soda dissolved in water.
Lead Salts	General symptoms with colic stomach.	Give Epsom or Glauber Salts one tablespoonful in a tumbler of water, after first treatment with emetics.
Mercury Salts	General symptoms with particular swelling of mouth and lips, and vomiting of stringy mucus.	Take raw eggs in large quantities. Flour mixed with milk may also be given—afterwards, any emetic may be employed.
Nux Vomica and Strychnine	Rigid convulsions, with impeded respirations, feeble pulse.	Give 8 grains Potassium Permanganate dissolved in half a tea-cupful of warm water. If possible use artificial respiration.
Opium, Morphia and Laudanum	Excitement followed by headache and stupor. Pupils of eyes contracted to a point.	Emetics if possible, followed by 8 grains of Potassium Permanganate in half breakfast-cupful of water. Then hot strong coffee, and flip the face and chest with a wet towel, and apply smelling salts to the nostrils. Do not let the patient go to sleep under any condition.
Phosphorus	Vomit luminous, and has characteristic odour.	NO OIL TO BE GIVEN. —Emetics first, followed later by milk or gruel.
Spirit of Salts	Vomiting, faintness, weak sight, red, angry stains.	NO EMETICS. —Magnesia, milk of lime, chalk or carbonate of soda in water, followed when acid is neutralised by olive oil, gruel, or milk.
Tobacco or Nicotine		Emetics, followed by Sal Volatile, brandy, or whisky in water.
Zinc Salts	Vomiting excessive, with quick pulse and breathing pain and paralysis of muscles.	NO EMETICS. —Give milk and white of egg, followed by repeated doses of Bicarbonate of Soda in water.

EMETICS FOR USE IN CONJUNCTION WITH THE ABOVE

{ Two tablespoonfuls of salt in half-pint of lukewarm water.
 { One tablespoonful of powdered mustard in half-pint of lukewarm water.
 { Tickle the back of the throat with a feather, taper, or the finger, or
 { Give a tablespoonful of ipecacuanha wine in a cupful of warm water.

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Abrasion. Loss of skin caused by a graze or other accident. A minor ailment, but a frequent cause of septic and poisoned sores.

Treatment. Clean affected part immediately with weak disinfectant, such as Lysol or Boracic Acid. Ucal Ointment should then be applied freely until the new skin has formed.

Abscesses and Boils. Causes—low general state of health, infection or accidental damage to the skin.

Treatment. Scrupulous care is necessary to prevent spreading of infection to surrounding tissues. Ucal Kaolin Poultice is useful in bringing the inflammation to a head. The use of this preparation obviates the use of other antiseptics. Ucal Blood Purifier is indicated as an internal treatment to restore condition of the blood; Ucal Red Blood Tablets are also recommended as an effective remedy. Ucal Ointment can be used freely after all the matter has been drawn out, to hasten the healing of the broken skin.

"Paromalt" (Ucal Malt and Oil with Chemical Food) is highly recommended in all cases where a lowering of the general health has resulted.

Chronic cases need medical attention, and the patient should have plenty of fresh air and good food.

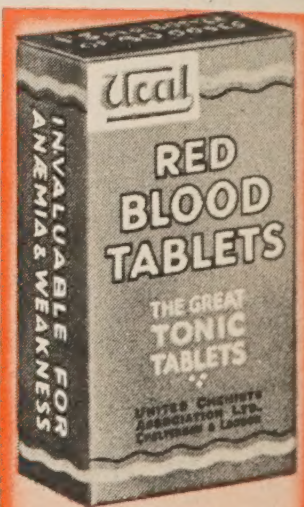
It is frequently found that a course of special Vaccine treatment will entirely stop a general disposition to boils, and if attacks are frequent no time should be lost in consulting a doctor.

Acarus. A genus of mites which burrow beneath the cuticle and true skin, thus causing that very troublesome malady known as the itch. The treatment should be the immediate destruction of the trouble-maker and its eggs. Sulphur

Ointment should be rubbed well into the affected parts. All clothing worn during the continuance of the complaint should be thoroughly disinfected by washing it in water containing a little Ucal Lysol.

Acne. An eruption of pimples with blackheads to which youths of 14 to 20 are especially liable. The skin is greasy, flabby and anæmic, and the scalp often troubled with dandruff at the same time.

Treatment. A sulphur lotion applied frequently helps the normal action of the skin, and prevents the spread of the disease. It is best used in the daytime, care being taken that it does not get into the eyes. Use Ucal Medicated Skin Soap, and take a good long walk daily. Ucal Red Blood Tablets will be found most useful in clearing the blood of all impurities. Greasy and rich foods must be avoided, and a good plain diet adopted. Obstinate cases sometimes require Vaccine and X-Ray treatment.



Price
1/3 per bottle
of 50 doses.

Ague. Shivering fits such as attack those subject to malarial relapses. The patient should rest, and quinine should be administered. The dose varies so radically with different individuals, that it is best to have medical opinion before giving more than five-grain doses.

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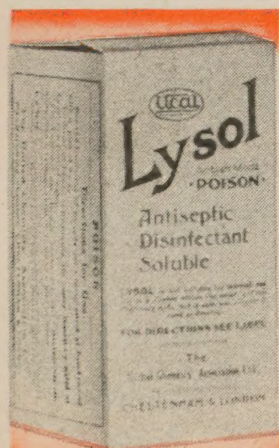
Anæmia. The treatment of this rather common complaint requires very careful management. The bowels should be kept well regulated by the use of Ucal Laxative Chocolate, or by a vegetable laxative such as Cascamax Tablets. The diet should consist of lean beef, raw and lightly poached eggs, with plenty of fresh milk, vegetables and fruit; the following prescription is frequently given—it contains the necessary iron for which the blood craves:—Blaud Pills, gr. 5; if accompanied by lassitude or depression, Ucal Compound Syrup of Hypophosphites.

Anasarca. A kind of dropsy, indicated by the effusion of serous fluid in the membranes, inducing a condition in which pitting is possible, that is, when the flesh will retain the impression of the finger. Usually attributable to disease of the heart or kidneys.

Treatment. A doctor should be seen at once—but a regular course of Ucal Californian Backache and Kidney Pills will be found most beneficial.

Anthrax. An inflammatory tumour or carbuncle, in many cases proving fatal. A very bad form of Anthrax may be obtained from using cheap brushes, such as Hair Brushes, Shaving Brushes or Tooth Brushes.

Precaution. It is always advisable when buying new brushes to first wash them in a very strong disinfectant fluid—preferably a mixture of Ucal Lysol and Water.



6d, 10½d., 1/6, 2/9
and 4/9 per bottle.

Appendicitis. Is usually cured by an operation. Prevention is quite a simple matter, however, and if the bowels are kept well regulated, there is little to fear from this comparatively common complaint.

Apoplexy (sometimes called a Stroke) is an affection of the brain which brings immediate unconsciousness. Medical attention is absolutely necessary.

First Aid. Restrain all unnecessary movement, raise the head and loosen clothing, especially round the neck. Apply ice or cold water cloths to the head, and put the feet in hot mustard and water. A dose of calomel is recommended by many medical men as an immediate purgative.

Arthritis (Rheumatoid). Commonly known as Poor Man's Gout or Rheumatic Gout. Caused by insufficient nourishment together with overwork and prolonged mental worry. One or more joints may be affected, and if excessive pain is produced by movement it is wise to have the attention of a doctor.

This disease is very apt to become chronic, and particularly when regular exposure to cold is part of the patient's vocation.

Ucal Anti-Rheumatic Tablets will give relief, and a course of Ucal Emulsion of Cod Liver Oil will be found very beneficial.

Asthma. A most distressing, though not usually fatal disease. During the attack of gasping and struggling for breath Ucal Asthma Fume should be burned in the bedroom, and the fumes inhaled by the patient. Strict attention should be paid to the diet—it must be light and regular—tea, coffee, condiments, and beef should be avoided. In some cases complicated by Bronchitis a doctor will prescribe Vaccine treatment, which often has excellent results.

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The effect of various climates on asthmatic patients differs considerably, and whilst in general dry climates are more suitable to them, it is impossible to lay down any definite rule.

Backache. The most common type is due to Muscular Rheumatism, and is not, as is generally supposed, due to Kidney trouble. Massage with a good embrocation. Ucal World's Embrocation is particularly suitable and is excellent as a local application, whilst internally, Ucal



1/3 and 2/- per bottle.

Kidney Mixture, specially made from an excellent formula which has been tried and proved effective, is sure to give relief.

Bad or Foul Breath is always an indication of some internal trouble, which is more often than not found to be chronic liver. Decayed teeth, Catarrh, or Indigestion, all give distinctive and offensive odour to the breath. A gargle with Ucal Compound Glycerine of Thymol will often remove the

unpleasantness, but the cause of the trouble should be sought and the correct remedy applied.

Baldness. May be caused temporarily by severe illness—in fact, a high fever is often accompanied by an apparent dearth of all life in the hair. In most cases this is curable. The most common type is that which occurs with advancing years. Although this is commonly supposed to be incurable, much can be done by systematic care to stop or at any rate to delay its progress. The best application is Ucal Hair Tonic, which should be gently massaged night and morning into the roots. (See "Hair, care of the".)

Bed Sores. Ucal Antiseptic Dusting Powder, or, better still, Ucal Surgical Spirit, will be found most soothing and cooling; in addition it will prevent chafing from roughness of bed linen, etc.

Bile or Biliousness. A popular term for Migraine (Megrim) Gastric Catarrh. Spots appear before the eyes, and are followed by severe headache, vomiting frequently occurs, and the patient gradually reaches a state of collapse. A dose of Ucal Liver Salt (grape fruit flavoured) should be taken at once, and extra care taken with the diet. The accompanying headache will often be relieved by a dose of Ucapyrin.



Prices
6d. and 10½d.
per tin.

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FOR A **NATURALLY** HEALTHY
COLOUR... & ENDLESS ENERGY

UCAL **RED BLOOD TABLETS**

Beauty is enhanced by a flawless skin.

If you suffer from skin irritation, pimples or blotches . . . if you have not the energy to enjoy the days out-of-doors . . . try a course of these great Tonic Tablets.

An excellent tonic for mild forms of Anæmia.

1/3

PER
BOTTLE
OF 50
DOSES



Should attacks of this description be frequent, it is advisable to have the eyes tested for astigmatism or other trouble. The symptoms resulting from eye strain due to such a weakness may easily be mistaken for those due to stomach trouble.

Boils. See "Abscesses," page 8.

Breathlessness. Shortness of breath when at rest or on slight exertion is often a serious symptom and requires a careful examination of the heart and lungs by a doctor. Flatulence (excess of wind in the stomach) will cause temporary breathlessness, which will disappear when the cause is removed.

(For treatment see under "Stomach.")

Bronchitis. Often commences as a simple cold caused by exposure to cold and damp. It is usually accompanied by a feeling of chilliness, aching of the limbs and feverishness. Wheezy sounds are heard in the air passages, and often pains are felt in the chest. The patient should be confined to bed and the temperature of the room maintained at 60 deg. F. Rubbing with a good Embrocation, such as Ucal World's Embrocation, is beneficial.

The disease is most prevalent in cold damp climates, and in those subjected to rapid changes of temperature. Sufferers from Bronchitis frequently get a return of the complaint at irregular intervals, usually in the autumn or winter. They should avoid crowded rooms and places of amusement.

Bunions. Rest and hot fomentations and the subsequent application of Ucal Stainless Iodine Ointment will relieve the pain. Mild cases may be rectified by wearing socks with a separate compartment for the great toe, and a pad between this and the next. Severe cases require

operation. Wear wide-toed boots with soft uppers.

Burns and Scalds.—(1) Remove cause of damage. (2) Prevent infection of raw surface by germs by



1/3 and 3/- per jar.

covering up with sterile or antiseptic dressings. (3) Give general treatment for shock to system. (4) If severe send for a doctor.

(a) *Heat burns and scalds.* If charred clothing adheres, bathe with warm sterile solution of sodium bicarbonate in order to loosen, but *do not* tear away. Apply Ucal Burn Dressing. Keep the patient warm, and treat for shock.

Do not prick blisters except under medical advice. *Disregard of this caution may result in the burn becoming septic and entailing serious increase of the original injury.*

(b) *Acid burns.* If clean filter paper or blotting paper is readily available, mop up any excess of acid left on the skin with it. Then flood the affected area with cold water and afterwards sprinkle with bicarbonate of soda or bathe in a saturated solution of the same. Then apply a sterilized dressing.

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If the area affected is at all extensive a doctor must be consulted.

Caution. Burns with *hydro-fluoric acid*, however slight, should be *always* carefully treated as above. Neglect of such burns results in extremely painful wounds which only appear gradually after the lapse of some time.

- (c) *Lime burns, burns with Alkali, burns with Phenol (Carbolic Acid), etc.*—in the case of burns with unslaked lime or phenol, *do not* use water. Wash the affected area with olive or other vegetable oil. Burns from other alkalies (caustic soda, etc.) should be washed with water containing vinegar or dilute acetic acid. After local treatment, dress as an ordinary burn.

When the healing process has commenced, Ucal Ointment may be applied freely and will assist the formation of new skin.

Catarrh. Inflammation of the mucous membrane (the sensitive membrane in the nose), which is accompanied by discharge from the



Price: 1/3 per bottle.

nose, and frequently by headaches and running of the eyes. Ucal Nasal Cream is a specially prepared sooth-

ing balm which relieves the clogged nasal passages almost immediately. Ucal Catarrh Drops are also excellent for giving immediate relief. Where catarrh has affected the throat, Ucal Catarrh Pastilles will be found most beneficial.

Chafing of the Skin. Very apt to occur in babies where any two moist folds of skin come together. Wash and dry carefully, and dress the surface with Ucal Antiseptic Dusting Powder or Ucal Fuller's Earth Cream.

Chapped Hands. Usually due to insufficient drying of the hands after washing in cold water. Ucal Toilet Lanoline is a good healing and softening application. A water softener can be used with advantage should the water supply be exceptionally hard.



Price 6d. per tube.

Ucal Witch Hazel Jelly will be found remarkable value in chronic cases, as it restores the elasticity of the skin and heals the painful cracks in a very short time.

Chicken-pox. An acute infectious disease characterised by the appearance of successive crops of small red spots. The spots form a scab in about 6 days which falls off in a few more days. Any part of the body can be attacked by this eruption and the scalp is frequently affected. To distinguish mild cases of small-pox from chicken-pox there is *no* previous pain in the back, and the spots have *no* central depression. In small-pox

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the fever subsides when the rash appears, whilst in chicken-pox the reverse is the case.

Children are the most liable to chicken-pox, which takes thirteen to twenty days to appear. Infection ceases when every scab has fallen off, particular attention being paid to the scalp.

Treatment. Confine to bed and keep up the strength on a light diet. If at all doubtful whether small-pox is indicated, call in the doctor.

Chilblains. Persons subject to these should be careful to wear loose warm clothing and to avoid exposing extremities to extremes of heat and cold. Ucal Chilblain Paint or Ucal Chilblain Ointment is sure to give relief. Plenty of nourishing food



Price 7½d. per tube.

should be taken, and as much fat, butter, cream, etc., as can be assimilated. A course of Ucal Emulsion of Cod Liver Oil will be found most beneficial in giving the added nourishment which is so essentially needed. Avoid tight boots, and see that the soles are thoroughly water-tight; wash-leather socks are a splendid preventive.

Cholera. In this country is usually a mild form, and is most frequently caused by drinking contaminated water. Asiatic Cholera is very dangerous, and needs the most

efficient medical attention. (See Diarrhœa.)

Colds. Can be prevented by the exercise of great care. Avoid hot stuffy rooms and public places, breathe through the nose, and gargle with a good antiseptic, such as Glycerine of Thymol, or suck Ucal Glycerine of Thymol Pastilles, or "Safety First" Iodised Throat Lozenges, after being exposed to



Glass Jars 1/3

Infection. The best treatment of a cold for adults is to take Ucal Influenza Mixture at the first sign of having caught a cold. If there is nasal catarrh the mixture should be supplemented by using Ucal Catarrh Drops. If possible stay in bed for at least 24 hours, this will shorten convalescence by several days. For children under 5 years of age give Ucal Honey, Glycerine and Lemon, with Ipecacuanha, and rub the chest well with Ucal Chest Vapour Rub (this is also a useful adjunct to the treatment of colds in adults). Keep the patient in bed till catarrh or fever subsides. For the treatment of the later stages of a cold see "Coughs."

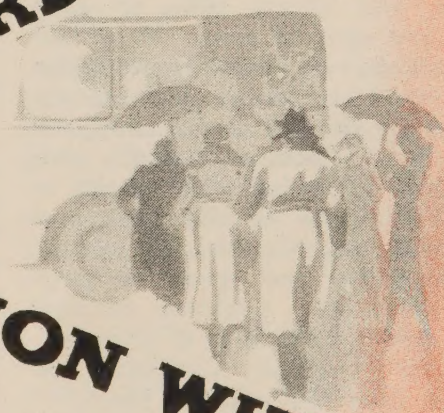
Inoculation with a special Vaccine has proved very successful in counteracting a tendency to take colds at frequent intervals. Don't neglect a cold—it is a danger both to the sufferers and all those who come into contact with them. Ucal Pine Inhalant, sprinkled on the pillow at night, is often very successful in assisting the cure. Handkerchiefs, towels, etc., are

WHEN IN CROWDS



SAFEGUARD AGAINST

INFECTION WITH



UCAL



IODISED
THROAT LOZENGES

8¹⁰/₂ & 1¹/₃
PER TIN

Recommended for Tonsillitis,
Sore Throat, Ulcerated Mouth,
Laryngitis, etc.

Keep a tin handy always.

all carriers of germs, and care should be used to avoid infection by these means.

Continually recurrent colds are warded off by taking Ucal Halibut Liver Oil Capsules.

Colic. If there is any possibility of this being merely a symptom of some underlying serious condition, call in a doctor at once. Simple Colic can be relieved by taking a couple of drops of Oil of Peppermint on sugar, and following it up by a tablespoonful of Castor Oil. Colic in hand-fed babies may be due to over-feeding, inappropriate diet, or want of cleanliness of the feeding bottle. Remedy these and give Infants' Gripe Mixture.

Constipation. The commonest complaint of modern humanity, it is the root of many more serious diseases, and afflicts alike all conditions and ages of men. Many and varied are the remedies offered to the public—most of them are merely relieving agents, and do not eliminate the cause. Cascara Sagrada (the extract of a special tree bark) is undoubtedly one of the best and safest medicines—Cascalax is a peculiarly convenient and agreeable form of this medicine. Children require usually a very mild form of Laxative, and Ucal Laxative Chocolate is ideal for even the weakest child.

Attention should be paid to the diet if the complaint shows any signs of becoming chronic. Fresh fruit, prunes, coarse or brown bread

should be taken regularly and are most effective at breakfast time.

Special Note. As a gentle internal lubricant there is nothing better than "Ucalax" (Ucal Liquid Paraffin). It is tasteless and odourless—forms no habit. (See page 19.)

Every effort should be made to prevent this weakening and life-sapping complaint from becoming chronic. Open air exercise, abstinence from alcohol, and a fixed determination to establish a regular habit, are of vital importance.

Convulsions in Children. First Aid—place the child in a hot bath (F. 98 or blood heat), administer a dose of Castor Oil, and send for the doctor. As a preventive during Teething, Dr. Foster's Powders are extremely effective.

Corns and Bunions. The common practice of cutting or paring corns and bunions has been entirely superseded by the most up-to-date medical way of killing the corn by the application of the correct drugs. Pax is specially compounded for use as an external application to completely eradicate them. It is important in treating both corns and bunions that correctly shaped footwear be worn.

Coughs. It should be noted that a cough is not in itself a disease, but is the result of some affection of one of the respiratory organs. Continual coughing actually sets up irritation, and should not be treated lightly—medical opinion should be taken if it persists.



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Coughs may arise from several causes, and no one treatment is suitable for every cause.

Coughs (Bronchial). Often the aftermath of the common cold. Keep the patient warm but not in a stuffy room and avoid sudden changes of temperature. Take Ucal Cherry Cough Cure (old people may find Ucal Speedy Cough Cure will give more relief).

For slight cases not confined indoors, Ucal Bronchial Lozenges are portable and convenient. In severe cases see Bronchitis.

Chronic Bronchial Coughs will often yield to a course of Ucal Paromalt. This should be taken for 3 or 4 weeks to give permanent results. Rubbing the chest with Ucal Chest Vapour Rub will give much relief.

Coughs (Tickling) are often the result of a relaxed throat or from Nasal Catarrh. In the first place use Ucal Astringent Gargle frequently, and in the latter case carry out the treatment recommended under Catarrh.

Croup (Spasmodic). First Aid—Place the child in a warm bath (F. 98 or blood heat) into which has been sprinkled an ounce of mustard. A teaspoonful of Ipecacuanha wine may be given to produce sickness pending the arrival of the doctor.

Prevention. In cold weather the child should be clothed from head to foot in warm woollen clothes; the throat and neck may be sponged daily in cold water to harden the tissues and lessen the sensibility to cold.

Cuts, Scratches, Slight Wounds, etc.—(Recommendations of H.M. Medical Inspector of Factories):—

Do not touch it.

Do not bandage or wipe it with a handkerchief or rag of any kind. Do not wash it.

Allow the blood to dry and so close the wound naturally; then apply a sterilized dressing and bandage. (Minute wounds can be efficiently closed by applying collodion.)

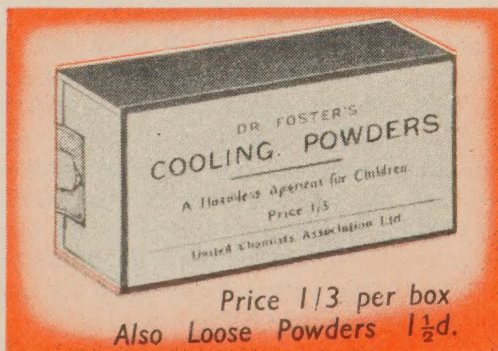
If bleeding does not stop apply a sterilized dressing and sterilized wool, then bandage firmly.

If the wound is soiled with road dirt or other foul matter, swab freely with wool soaked in the iodine solution (an alcoholic solution containing 2 per cent. of iodine) and allow the wound to dry before applying a sterilized dressing.

Dandruff. (See "Hair, care of the"—page 21.)

Debility. A lack of vigour in any part of the body due to over-strain or malnutrition. Often a general state of lassitude and disinclination to use any energy. Ucal Syrup of Hypophosphites Compound provides just the correct strengthening tonic required.

Dentition, Disorders of. (Teething troubles in children.) The first tooth makes its appearance about seven months after birth in an average healthy child, and the full set of twenty milk teeth are usually cut by



the age of two years. This period is characterised by many troublesome

little illnesses. As each tooth comes to the surface there is a considerable amount of irritation and often a rapid rise of temperature (particularly in the morning). Diarrhœa, especially during the summer, is often attendant, and should be carefully checked. Dr. Foster's Powders are invaluable as a general medicine during this period. Cleanliness of the mouth must be constantly attended to.

The second set of teeth commence to appear at the age of six, and the health of the child often suffers as much as, or more than, in the first period. Diarrhœa should not be checked too suddenly, and it is nearly always safe to administer Castor Oil as a preliminary to Ucal Diarrhœa Mixture.

Diarrhœa. If not dependent upon some disease of the bowels give a liberal dose of Castor Oil. When this has acted and pain subsides, give Ucal Diarrhœa Mixture. Avoid hot foods and drinks, vegetables and meat. Boiled milk, arrowroot, sago or rice may be taken at frequent intervals. The Summer Diarrhœa of young children requires medical attention.

Diphtheria. An infectious and sometimes epidemic disease characterised by the formation of a whitish coating on the mucous membranes of the throat, nose, and larynx. The tongue is usually coated with white fur, and is red at the tip. Swallowing is difficult and constipation present.

The treatment is by anti-toxin, and requires experienced medical supervision. As the severity of the attack is regulated, almost invariably, by the early commencement of treatment, it is absolutely necessary to call a doctor at the first sign of the disease.

Dysentery. A disease occurring in many forms in various parts of the world. It is most prevalent in

malarial districts, and is very prone to occur in military camps. The presence of blood in the stools is a symptom not to be regarded lightly, as it almost invariably indicates the presence of this disease in one form or another. Immediate medical treatment is necessary.

Preventive Measures. Dysentery can be avoided by perfect sanitation, a pure water supply, and the provision of well-cooked food, which should be as varied as possible.

Ear-ache. In most instances is due to acute inflammation of the middle ear. It may also come from wax, boils, eczema or neuralgia affecting the canal into the ear. Have the teeth examined, as the pain from a bad tooth may be the cause of the trouble. Hot fomentation put over the ear, and a small mustard leaf behind, will relieve the pain. Neither syringe the ear nor put drops into it. If the pain persists consult a doctor.

Eczema. A term which is popularly used for any type of skin eruption, whether of mild or acute form. The most common form of complaint is that in which discharging sores appear upon the surface of the skin, accompanied by acute irritation and a general lowering of the bodily health. Great care must be taken to avoid spreading the trouble, and scrupulous care in burning dressings, etc., is very necessary. Washing the affected parts must be done very carefully—soft water and a suitable soap are most essential, to be followed by a dressing of Ucal Ointment.

Ucal Medicated Skin Soap is specially made for use of sufferers from any skin complaint. It does not irritate any sore places, and is really helpful in healing the diseased parts, and prevents recurrence.

Erysipelas (St. Anthony's Fire). This is a Notifiable Infectious Disease,

UCAL MEDICAL GUIDE



10 $\frac{1}{2}$ ^p & 1 $\frac{1}{6}$
2 $\frac{1}{6}$, 5 $\frac{1}{6}$

UCALAX

THE UCAL BRAND OF
LIQUID PARAFFIN

To ensure perfect internal harmony—it is necessary to use the right lubricant that will not irritate or clog the delicate intestinal machinery—Ucalax is recommended because of its gentle action. Taken in small doses will ensure perfect regularity.

and requires medical attention. Strict isolation should be observed. The responsibility of the patient should be given to a medical man.

Eye, Disorders of. Physical Diseases of the Eye, Eyelids, etc., are too vital to be neglected for a moment. It is outside the scope of this work to do more than recommend immediate recourse to a specialist should anything of this nature manifest itself.

Weakness of sight should also receive attention as soon as it becomes known. Go to your nearest Ucal Ophthalmic Chemist, who will examine and test the eyesight, and recommend suitable glasses or spectacles if they are necessary. Frequent headaches, sickness or dizziness are often no more than Nature's warnings that the eyes need assistance. It is quite in the natural order of things that as a person gets older the sight becomes "longer," that is to say, that glasses of some description are needed for reading.



Price 9d. and 1/3 per bottle.

Eye, Foreign Bodies in. Insects, pieces of dust or grit, should be removed as quickly as possible. A loop of thread or a small swab of cotton on a match-stick makes the most convenient means. Never rub the eyes, it

only causes inflammation, and does not relieve irritation. Ucal Eye Lotion is the best application to use if the eyes are inflamed or over-strained.

Fainting. Lay the patient down with the head low and loosen the garments about the neck and chest. When consciousness returns, and not before, a teaspoonful of Ucal Sal Volatile in half a tumblerful of water may be given. A threatened attack of fainting can often be prevented if the patient will bend down with his head low, as if to unlace the shoe. Ucal Smelling Salts (either Lavender or Cologne) should be carried by persons subject to faintness, and if used in time will often ward off an attack.

Feet. The care of the feet is a very simple process, but often neglected even by those who are dependent on having their feet in the most perfect condition in order to carry out their daily occupations. The feet should be washed once a day, and if there is any tendency to tiredness or ache, a footbath of "Joy Walk" Bath Salts (Oxygenated) will act like magic. If the feet perspire excessively in hot weather, a little foot powder should be dusted into the socks.

Fever. An abnormally high temperature of the body is a definite symptom of many diseases, and usually is an indication that medical attention is required. A Clinical Thermometer should be kept in every household, and the temperature taken at the first sign of illness. Normal temperature is 98.4.

Flatfoot. Can frequently be cured by the use of a well-fitted appliance, and the constant practice of tip-toe exercises.

Flatulence. The formation of gaseous matter in the alimentary canal due to some disorder of the

UCAL MEDICAL GUIDE

Stomach. For complete treatment see under that heading.

Gastric Fever. Another name for Typhoid Fever, which see.

Gout. (See "Rheumatism," page 28.)

Gravel. (See "Kidney," page 24.)

Growing Pains. A large proportion of the slight pains in the limbs and joints of children or young persons is definitely due to rheumatism. Rest, preferably in bed, should be insisted upon, and Ucapyrin Tablets prescribed. If these pains are accompanied by a considerable rise in temperature, a medical man should be consulted.

Hair, Care of the. The appearance of the hair is with most people a fair indication of their general bodily health—no part of the system is more susceptible to a change in the physical condition of a person. Unremitting care is needed, therefore, especially during illness, to

Seborrhœa (greasy or dry scalp, scurf or dandruff). Precautions must be taken immediately this malady is noticed. As long as the small hair follicles are alive, new hair can be grown to replace that which is falling out. Ucal Hair Tonic should be well massaged into the scalp night and morning with the finger tips or a stiff brush, the friction being just as necessary as the tonic, which stimulates the scalp, and feeds the wasted tissues which produce the hair. Ordinary Soap should not be used for washing the hair, as it has a tendency to dry on the scalp and encourage the formation of scurf. The best shampoo is undoubtedly Ucal Liquid Soapless Shampoo, which softens and preserves the hair, and adds to its natural wave and beauty of tint.

Hair brushes should be kept scrupulously clean, and the grooming of the hair should be done very thoroughly at least once a day. Use good stiff bristles, and brush for five or ten minutes. Fresh air and sunshine are good for the hair, especially after it has been washed. Nothing responds more quickly to care, and the time spent on it, than the hair, and nothing so quickly loses tone if it is neglected.

Hay Fever. A distressing but non-dangerous complaint which attacks quite a large proportion of people in the British Isles every summer. The presence of pollen in the air is sufficient to induce an attack, and liability to recurrence lasts from four to six weeks each year. Residence at the seaside



keep the hair healthy, and thereby maintain its "life" and gloss. Most cases of baldness are preceded by a disease of the scalp, known as



during the month of June is helpful in lessening the severity of the symptoms. Palliatives such as Smelling Salts, Nasal Douches, and cold shower baths, give a certain measure of relief. Ucal Nasal Cream, a soothing aromatic balm, should be applied inside the nostrils each night.

Herpes. (See "Shingles.")

Headaches. Are warning signals which should never be neglected; they can arise from innumerable causes, and their origin should be ascertained at once. Very frequent headaches indicate overstrain of the eyes and the need of glasses. Bad teeth, too, have a tendency to bring frequent headaches, and a dentist should be consulted if any teeth are decayed; disorder of the digestive system is often indicated, and the headache will in this case usually disappear if a laxative is taken immediately. Relief can be obtained by taking Kapsal Powders, which are perfectly safe and free from habit-forming drugs—Ucapyrin Tablets are also a useful specific for many constitutions.

Heartburn. (See "Stomach" page 30.)

Hoarseness and Loss of Voice. Have the throat and chest well rubbed with World's Embrocation and rest the voice. Take plenty of fresh air and avoid stuffy rooms. Ucal Bronchial Lozenges may be used freely to ease the husky feeling.

Housemaid's Knee. Inflammation about the knee, accompanied by a good deal of pain. The limb must be rested, and the swelling treated with Ucal Stainless Iodine Ointment.



Price 1/3 per jar.

On alternate days it is advisable to use Ucal Ointment to prevent the skin cracking; continue the treatment until every trace of swelling has vanished.

Hordeolum. A sty or tumour on the eyelid, resembling a barley corn.

Treatment. Regular bathing of the eye with a solution of Ucal Antiseptic Eye Lotion will ease the pain, but a doctor should be seen without any unnecessary delay.

Indigestion. (See "Stomach," page 30.)

Influenza. A dangerous illness, often epidemic, and of recent years exceptionally virulent and far-reaching in its visitations.

However mild the attack, the patient should go to bed, take a laxative, and be placed on a light diet until the fever subsides. The temperature should be taken frequently, and the doctor called in if it becomes very high. Ucal Influenza Mixture is the standard medicinal treatment, and is wonderfully effective if taken in the early stages of the disease. Ucal Cinnamon and Quinine will be found a wonderful preventive. It should be kept in every household in readiness to administer on the first sign of the influenza symptoms.



Price 1/3 per bottle.

Preventive treatment is very successful if systematically carried out. During an epidemic all public buildings should be avoided as much as possible; plenty of exercise in the open air and a sufficiency of good plain food will go far to render the

UCAL MEDICAL GUIDE

PUTS "BEEF" INTO YOUR CHILDREN!



GIVE THEM A COURSE OF

Ucal

PAROMALT

THE UCAL BRAND OF PARRISH'S FOOD, COD LIVER OIL & MALT EXTRACT

Paromalt is a safe and sure way to make strong sturdy children. Rich in Vitamins, it provides the body-building elements which ordinary foods so often lack to-day.

Invaluable as a general restorative for adults who are "off colour."

1'6 & 2'9 PER JAR



UCAL MEDICAL GUIDE

body impervious to the attack of the germ. A disinfectant gargle of Ucal Glycerine of Thymol should be used as frequently as possible, and a Ucal Formalin and Mint Tablet dissolved slowly in the mouth if one has to travel in the same carriage or tram with possibly infected persons.

Those weakened by influenza or who seem specially liable to the infection will find Ucal Cod Liver Oil Emulsion or Paromalt the finest way of building up bodily strength and resistance.

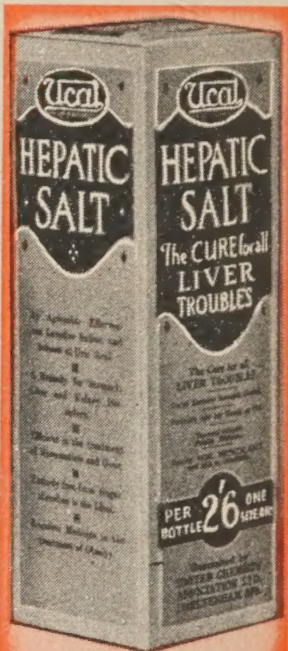
Itch or Scabies. An infectious disease caused by a small organism which burrows under the skin, producing severe irritation. The parts most subject to attack are the soft skin between the fingers and toes, the wrists and abdomen. Scratching quickly spreads the complaint, so that prompt treatment is most essential. Bathe with Sulphur Soap for three days; the Soap must be used freely and well rubbed in. After each bathe use Sulphur Ointment. On the fourth day use Ucal Ointment. All infected clothing must be stoved to prevent a recurrence.

Jaundice. A disease caused by some obstruction to the Bile Ducts, and is easily recognised by the yellow colour exhibited by the patient's eyes and skin. As there are many differing circumstances which may have tended to produce the symptoms, self-treatment is apt to be unwise. It is safer to administer castor oil, put the patient to bed, and call a doctor.

Kidney and Gravel Complaints. When disease of the kidneys is suspected the doctor should be consulted at once. Meantime, if much pain in the back is felt, the application of hot moist bran poultices should give relief. The Californian Backache and Kidney Pills have proved an excellent remedy for Backache, Gravel, Lumbago and Sciatica. Chelspa is

also a great help and is prescribed by medical specialists in these complaints.

Liver. The Liver is the largest glandular organ in the body, and unless its purpose is being fulfilled with unflinching regularity the bodily health suffers immediately. The habits and customs of the individual have a great influence on the state of the Liver. Excess in eating or drinking, neglect of the daily functions, lack of exercise, fresh air and good food, all have their immediate reactions on the Liver. The Liver in turn influences the



Price 2/6 per bottle.

mind and body of the individual. It is a sound habit to take a small quantity of Hepatic Salt in a tumblerful of cold or tepid water every morning before breakfast. The amount required by different people varies from a salt-spoon to a teaspoonful. Ucal Little Liver Pills will prove beneficial in some cases. The excessive use of alcohol is one of the causes of the degeneration known as Cirrhosis, and in all Liver complaints alcohol should be avoided on account of its irritating properties. The bowels must be well evacuated every day, and the patient is advised to take at least three pints of water daily between meals.

Lumbago. Has no connection with the Kidneys, although the pain

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is referred to the region in which they lie. A turpentine stupe or a couple of mustard leaves applied to the affected part will relieve the pain. Massage with World's Embrocation is helpful, and exercise to improve the circulation in the lumbar region will eventually drive it away. Keep the bowels well flushed.

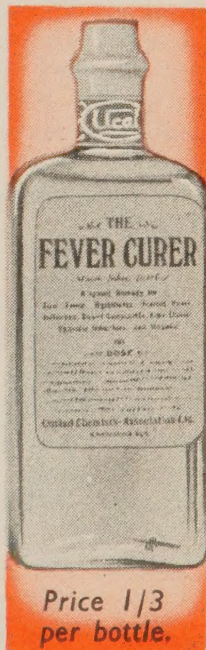
Lungs, Diseases of. The Lungs are subject to many diseases, some of them common and none without danger to the patient. The treatment of Pneumonia, Consumption, Inflammation or even simple Congestion is so fraught with the possibility of complication as to be outside the scope of this book. A doctor should be consulted at the first sign of Lung trouble.

Measles. A very infectious disease which is frequently epidemic amongst children. It attacks adults of all ages, but not with the same frequency as is observed with those under 14 years of age. Although in itself not a dangerous disease, it is so liable to leave weakness and complications behind, that medical attention and most careful nursing is necessary. The disease can be recognised by the spots which appear first near the temples and behind the ears, afterwards spreading over the whole body. Children in the same house should be isolated as far as possible, and should not attend school. A child who has had measles should not return to school under three weeks from the appearance of the rash. During the attack and immediately afterwards, every care must be taken to avoid a chill. The administration of Ucal Cod Liver Oil Emulsion is indicated as being calculated to restore the vitality and bodily strength more quickly.

Migraine or Sick Headache is commonly limited to one side of the head, and associated with nausea and

vomiting. It is not always possible to prevent attacks coming on, but they can often be stopped by taking two or three Ucapyrin Tablets lying down absolutely quiet in a darkened room, applying cold water, or, preferably, Lavender Water to the head, and abstaining from food. If the complaint is inclined to become chronic, and attacks frequent, it is better to consult a doctor and find out the underlying cause. Should there be nervous or great physical weakness after an attack, Ucal Emulsion of Cod Liver Oil will be found most beneficial.

Mumps. A contagious epidemic disease which is due to inflammation of the salivary glands situated on either side of the lower jaw. It commences with more or less fever, swelling at the angle of the jaw, which gradually spreads to the face and neck in the vicinity of the gland. The patient should remain indoors. Hot fomentations should be applied to the swelling. The diet should consist of milk, milk and soda, chicken and mutton broth, etc. As an internal medicine give Ucal Fever Curer. The neck and parts affected may be gently rubbed with World's Embrocation, and keep the bowels open—it is advisable to give a dose of Ucal Laxative Chocolate immediately the complaint manifests itself.



Considerable debility and anæmia may persist after the illness, and it is necessary to administer a tonic food for some considerable time.

Ucal Emulsion of Cod Liver Oil is ideal for the purpose. It is advisable to send for a Doctor.

Nails, Ingrowing. Is practically limited to the toe nails, particularly affecting the great toe. The nails should be kept cut short, square across, and not trimmed down the corners. Loose fitting boots must be worn. Two or three times a day a little piece of lint, well soaked in Ucal Ointment, should be packed down the side of the nail between it and the skin. To avoid the condition keep the feet scrupulously clean.

Nervousness. Usually the result of overstrain, worry, debility or lowered vitality after illness. Bright cheerful surroundings are essential to recovery, and a certain amount of mental effort on the part of the patient is absolutely necessary. Give regular doses of Ucal Syrup of Hypophosphites, or Ucal Nerve Tonic.

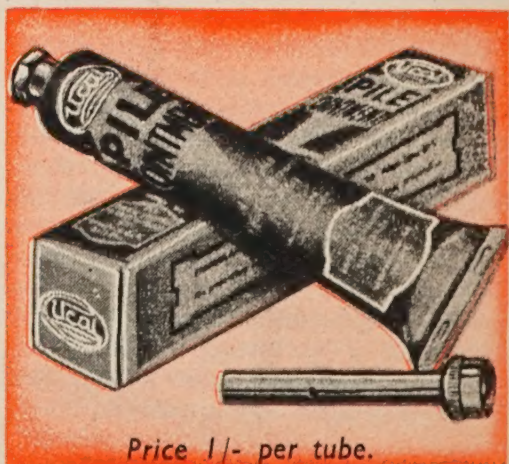
Neuralgia. To avoid attacks those subject to the affliction should avoid sudden excitement and take plenty of exercise in the open air. At the same time avoid overstrain, either mental or physical. A regular diet of good plain food should be adopted, and regular hours of sleep cultivated. Ucal Neuralgia Mixture is useful in subduing the pain.

Neurasthenia. A type of complete nervous exhaustion arising from some mental cause, and often accompanied by hysteria. Radical treatment is absolutely necessary. If at all possible, the patient should have a complete change of environment, and a week or so in bed followed by a seaside holiday in pleasant but quiet surroundings. Ucal Compound Syrup of Hypophosphites is very helpful.

Nits and Head Parasites. At school, or in the tram or train, the cleanest child is liable to the intrusion of hair parasites. Ucal Nursery Hair Lotion absolutely clears the head of any pest of this character, and if used occasionally acts as complete preventive. It leaves the hair beautifully strong, glossy, and healthy. In very obstinate cases the daily application of Ucal Nit Ointment for a whole week will positively rid the head of the trouble.

Obesity. Active exercise and strict moderation in diet can do much towards reducing the tendency to superfluous flesh. Avoid the following foods:—Sweets, pastry, butter, fat meat, potatoes, and, above all, sugar. Saccharine may be used as a sweetening agent. Turkish Baths and a regular use of Chelspa Water are of great assistance in keeping down the weight. Ucal Marienbad Tablets are specially compounded to counteract a tendency to obesity.

Piles (or Hæmorrhoids). To prevent this painful ailment avoid constipation by suitable exercise, diet, and, if necessary, aperients. During an attack, keep the parts



Price 1/- per tube.

perfectly clean, and use Ucal Pile Ointment freely. Sufferers should

The background of the advertisement features a stylized illustration of a train moving from the bottom left towards the right. Several figures are depicted in various states of motion: some are running alongside the train, while others are jumping or falling from it. The figures are rendered in a simple, graphic style with bold outlines and flat colors. The overall scene conveys a sense of urgency and the struggle of daily life.

Ucal

COMPOUND SYRUP of HYPOPHOSPHITES

There are times when your nervous system needs a general toning up—especially after illness. Ucal Syrup of Hypophosphites supplies the necessary “new life force” that will brighten your outlook on life and make you an easy winner.

AN EASY WINNER

1/-, 1/9 & 3/- PER BOTTLE

UCAL MEDICAL GUIDE

abstain from all alcoholic stimulants and take regularly a course of Ucal Pile Cure Tablets, one to be swallowed after each meal and two at bedtime. Cold baths and the avoidance of sitting too long at a desk are also helpful.

Pleurisy. Inflammation of the protective walls of the chest. A disease characterised by many variations and complications. Each case must of necessity be treated on its merits, in accordance with the medical history and constitution of the person affected, so that the attention of a doctor is imperative.

Quinsy. An inflammation of one or both tonsils accompanied by fever and pains round the affected part. The patient should be examined by a doctor, especially if attacks are frequent—a slight operation may be necessary if the tonsils are permanently enlarged. Throat trouble arising from the tonsils can be prevented by regular use of Ucal Antiseptic Rose Gargle.

Rheumatism and Gout. These names cover a variety of diseases, complications and afflictions resulting from the secretion of Uric Acid in the body. An excess of this perfectly natural product in any part of the system will cause pain which can be either intermittent or continuous, recurrent or non-recurrent. In children the disease is often misnamed "Growing Pains," and requires the most careful medical attention, as the heart is very liable to be affected. In fact in any case of chronic Rheumatism it is advisable to consult a doctor and obtain expert advice on diet, exercise, districts to avoid, etc. If an attack is accompanied by a high temperature, the patient should go to bed, and take a thorough rest. Ucal Anti-Rheumatic Tablets will speedily bring relief, and the joints may be gently massaged with Ucal



Price 1/3 per tube.

Menthol and Wintergreen Cream, and swathed in Medicated Wool. This latter treatment is specially suitable when the muscles are affected. Chelspa Water taken regularly is very efficacious in warding off attacks, the natural salts which are present in this famous water acting very favourably on a system inclined to Rheumatism. Alcoholic stimulants should only be given on medical advice.

Rickets. Usually noticeable in a child when it first begins to walk, caused through lack of lime in the bones. Once these are deformed nothing short of an operation can effect a cure, but a great deal can be done by suitable diet and treatment, if the disease is taken in time. The child should have plenty of fresh unskimmed milk, meat juice, fresh air and sunshine. In order to provide the necessary bone-forming material Ucal Emulsion of Cod Liver Oil with Hypophosphites or Ucal Vitality Malt and Oil is particularly useful.

Scalds. (See "Burns," page 12.)

Scarlet Fever. An acute infectious disease which is most prevalent in children between the ages of two and ten.

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Symptoms. Rise in temperature, headache, sore throat, sometimes sickness. In about twenty-four hours the rash appears. The patient needs medical care, and should be carefully guarded from complications. Isolation usually lasts six weeks.

Scurf. (See "Hair, care of the"—page 21.)

Small-pox. A Notifiable Infectious Disease. Medical attention is absolutely necessary, and removal to an isolation hospital is usually insisted upon. Vaccination has proved most efficient in protecting the system against attacks, and greatly modifies the effects of the disease in the unlikely event of a vaccinated person catching it. Vaccination should be repeated every six or seven years to secure the maximum of immunity.

See "Chicken-pox" for distinctive differences between the two diseases.

Shingles. For the actual eruption little is required beyond the application of Ucal Dusting Powder; the part should be covered with cotton wool and a bandage. Neuralgia often accompanies this ailment in elderly people, and should be treated with Ucapyrin Tablets. Ucal Nerve Tonic is highly recommended as a preventive of renewed attacks. It is advisable to send for a Doctor.

Skin, care of. Everyone—certainly every woman—desires to keep as long as possible a clear, healthy complexion, a skin free from blemishes and a look of fitness which is such an asset both in social and business life.

Ucal Complexion Cream cleanses and clears the skin, nourishing the tissues and keeping the complexion soft and white. It is an ideal preparation for those with a dry skin, rendering it both smooth and

supple. After use it will be found to be non-greasy and makes a perfect foundation for powder. The delicate fragrance of this Complexion Cream is appealing, and it creates a marked effect of freshness. Ucal Witch Hazel Jelly prevents chapping and redness, and is useful, too, for cooling and soothing. As an antiseptic healing agent Ucal Ointment is supreme; for wind roughness or chaps, cuts, burns, or bruises it is equally effective; whilst Ucal Blood



Purifier provides just the internal medicine required to remove from the blood those impurities which are apt to collect, especially in the spring-time.

For clearing the skin of disfiguring blotches and pimples try a course of Ucal Red Blood Tablets. They create rich healthy blood so essential to beauty and energy.

Skin, Preservation and Whitening. For general care of the skin Ucal Complexion Cream or Ucal Night Balm will be found most excellent in keeping the hands beautifully soft and white.



Price 1/3
per bottle.

Sore Throat.

Those susceptible to frequent sore throats, or Smoker's Throat, should always keep a tin of Ucal Iodized Throat Lozenges handy. These will gradually harden the tissues and also prevent the entrance of infection through the throat. If a more astringent effect is required and the voice is husky and the throat relaxed, Ucal Astringent Rose Gargle will be found most beneficial.

Sprains. The result of forcibly overstraining the ligaments of a joint. The part should be lightly bandaged, and the bandage soaked in cold water or Arnica Lotion. A sprain should always be treated at first with absolute rest. The pain and swelling should then subside in a couple of days; if this period is long delayed, a doctor should be consulted. When the swelling has gone down the parts may be gently massaged with World's Embrocation and gradually brought into use again.

Stiff Neck. A form of Muscular Rheumatism, to be treated on the same lines as Muscular Rheumatism in other situations. (See Rheumatism).

Stings of Insects.—Extract sting by pressing watch key over the puncture, and then apply potassium permanganate solution or ammonia. Ucal Magic Sting Lotion is invaluable in keeping away midges, gnats, etc.

Stomach Disorder. Indigestion in its many forms is one of the most common of modern complaints. For the relief of all stomach disorders, Professor Maclean's formula has

established a world-wide reputation with the Medical Profession. A brief treatise on the subject of Stomach Disorders and the Ucal Brand of Maclean's Powder follows:—

What it is. It is not a secret or patent Medicine, but is prepared according to the formula of a famous London Physician from the purest ingredients, and with the care and skill that characterises all Ucal products.

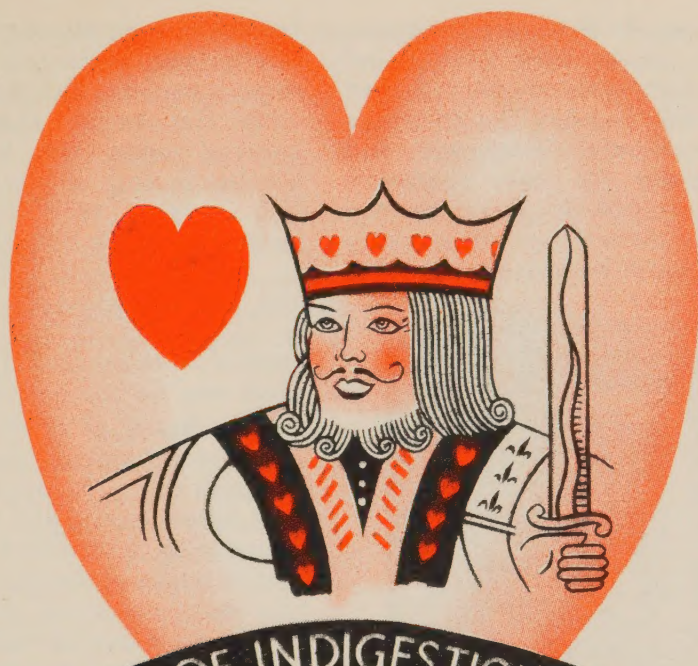
In taking Ucal Brand of Professor Maclean's Alkaline Stomach Powder you are assured that the intentions of the prescriber are faithfully carried out. It will act like a charm in all ordinary cases of acute indigestion; if the trouble persists after a period of treatment with the powder, gastric or duodenal ulcers may be suspected, in which case, a doctor should be consulted.

Acute Indigestion, one of the most common of complaints, occurs at all ages, and is usually traceable to errors in diet. It may follow the ingestion of more food than the stomach can digest, or it may result from taking unsuitable articles which either themselves irritate the mucosa, or remaining undigested, decompose, producing an acid condition of the stomach, and so excite acute dyspepsia. The tendency to acute indigestion varies very much in different individuals, and, indeed, in families. We recognise this in using the expressions a "delicate stomach" and a "strong stomach."

Practically all cases of disturbed digestion come from hasty and imperfect mastication of the food, and over-eating. Many persons habitually eat too much, and it is probably true that a greater number of maladies arise from excess in eating than from excess in drinking.

Symptoms. An uncomfortable feeling of distress and oppression in the abdomen, headache, depression, nausea, perhaps vomiting, which usually

UCAL MEDICAL GUIDE



THE KING OF INDIGESTION REMEDIES

UCAL

Heart Shaped

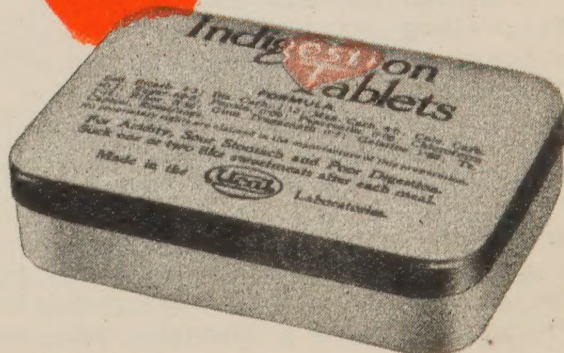
INDIGESTION TABLETS

Need you be irritable when your stomach has a grievance against the food you eat? Why not eat what you like with the help of these Tablets, which contain all the active principles to ensure a good digestion.

For Acidity, Flatulence and Dyspepsia.

7¹⁰/₂

Per Tin



gives some relief. In severe forms the attack may set in with a chill and febrile reaction. The tongue is furred and the breath heavy. The abdomen may be somewhat distended and slightly tender in the epigastric region. Eructation of gas, which may continue for some hours after taking food, is a very prominent feature.



Prices :

7½d., 1/- and 1/9 per packet.
And 1/6 per jar.

Treatment. First of all, two important simple rules should be observed in the treatment of indigestion :—

- (1) As far as possible, food should be taken at stated regular intervals, avoiding eating between meals.
- (2) Always leave the table with the feeling that you would like a little more.

Hydrochloric Acid is always present in the digestive organs. When indigestion occurs the normal content of this acid is much reduced. The antiseptic power of the gastric juice is thereby much lowered, and fermentation of the food proceeds apace. Fermentative acid, such as Lactic Acid and Butyric Acid, are formed, and as food remains in the stomach undigested for long periods, and fresh wholesome food is constantly added

(which in turn also becomes acid and fermented), gases are produced, the organs become distended, frequently with the result that pressure is exerted upon the heart and the familiar feeling of Heartburn results. This acidity very rarely corrects itself, therefore help (in the form of an acid neutraliser) must be given. The one safe and sure means of relief is to take a skilfully compounded antacid, in order that these cumulative acids may be completely destroyed.

Ucal Brand of Professor Maclean's Alkaline Stomach Powder is such a preparation. It neutralises excess acid immediately, and stops the food fermenting. It soothes and heals the inflamed lining of the stomach, and gives the heart room to work normally. The formula from which it is prepared has been in constant use over a period of years, and has been thoroughly tested. A mass of medical evidence is now available, proving beyond all possible doubt its marvellous value and efficacy even in severe cases.

Sty. (See "Hordeolum," page 22.)

Sunburn. Is due to the over-exposure of the skin to the sun's rays. For preventing sunburn apply Ucal Colloidal Calamine Lotion when



Price 1/3 per bottle.

UCAL MEDICAL GUIDE

about to sunbathe—it will prevent the pain and burn whilst securing a rapid and pleasing tanned appearance. In cases where the skin is severely blistered it is advisable to consult a doctor.

Sunstroke. Carry the sufferer to a shady spot and keep the head erect. Clothing should be loosened and cold water or ice applied to the head. Fetch a doctor.

Thrush. Is due to a fungus growth appearing in the mouth of an infant, white pearly specks like milk-curd, which grow rapidly into a membrane. It only appears in those of impaired health or who have been using dirty feeding bottles. It should be removed by washing the mouth frequently with borax solution—10 grains to the ounce of water—and painting with Glycerine of Borax. The general health must be maintained, the bowels regulated, and scrupulous cleanliness of food and vessels attended to.

Toothache. When a tooth aches immediate relief may be obtained by the application of Ucal Magic Toothache Cure. The care of the Teeth is a subject which is rightly receiving an increasing amount of attention. Dental decay, which is the root-cause of all toothache, can be prevented only by unremitting care and by visiting a dentist regularly. The cleansing of the teeth is a very important process—a mere rubbing of the front surfaces with a little pleasantly flavoured paste once a day is next door to useless.

To prevent the collection and decay of food particles, the teeth should be thoroughly brushed after every meal, and special attention paid to the spaces between and behind them. Ucal Peroxide Tooth Paste, strongly antiseptic, is an ideal preparation to use to wash away all impurities,

leaving a clean antiseptic and anti-acid state of the mouth—besides being pleasant, it is strongly resistant to the decay germs. For children and those preferring a mild flavour in Dental Paste, use Ucal Glycerine of Thymol Tooth Paste. Brush with a circular motion from the gum upwards, and sluice the mouth well afterwards with cold water, not forgetting to clean the roof of the mouth, the gums and tongue at the same time. If a tooth should show signs of decay see a dentist at once. No amount of brushing will stop the germ once it has penetrated the enamel. Stomach troubles, neuralgic pains and many other disorders originate from decayed teeth, so that too much care cannot be bestowed upon them.

For cleaning Artificial Teeth use Ucadent—it cleans whilst you sleep.

Typhoid Fever. A continued fever of long duration, usually accompanied by diarrhoea and the appearance of a rose-coloured rash. The disease is both infectious and dangerous—it requires the earliest possible examination by a doctor, and the most efficient and devoted nursing.

Ulcers. Are sores which discharge matter, and may result from any form of irritant, applied to skin or other surface on which they may appear. Poorness of the blood, general weakness of the constitution or a defective condition of the circulation, are also factors in their production. Ucal Emulsion or Ucal Vitality Malt and Oil is recommended to improve the nourishment, and Ucal Blood Purifier will help to get rid of obnoxious matters in the system. Ucal Hepatic Salt is particularly useful in varicose ulcers of the leg. Rest in a horizontal position will help the circulation in the latter condition. Wet Boracic Dressings followed by Ucal Ointment

should be applied locally where possible. Ulcers in the mouth are frequently due to indigestion, in which case treat as in Stomach Disorders.

Urine. (See "Kidney Complaints," page 24.)

Vitamins. (See page 5).

Warts. Apply Ucal Wart Charmer or Ucal Corn and Wart Solvent, which will quickly rid the skin of these eruptions.

Weakness and General Debility. In cases of children give Ucal Paromalt or Ucal Emulsion, according to directions. In adults Ucal Malt Extract with Cod Liver Oil and plenty of nourishing food and outdoor exercise are indicated. Ucal Syrup of Hypophosphites is particularly useful where there is an increasing tendency to a nervous breakdown. The condition is usually a chronic one, and treatment must be persistent. An entire change of scenery and society is often useful.

Whitlow. The term may be applied to any form of acute inflammation or septic infection of the fingers. The deeper the infection the more serious is the condition, because it is likely to get into the tendon sheaths and spread up the hand or even further. The first symptom is a throbbing pain in the affected finger, made worse if the hand is allowed to hang down. The hand should be kept supported in a sling. A hot fomentation (Boracic lint wrung out in hot water, and completely covered by a piece of oil-skin) may be applied to relieve the pain, and bring the inflammation to a head. When the wound is clean, an application of Ucal Ointment twice daily is necessary. A Whitlow may appear to be a very small thing

for medical aid, but where lancing appears necessary a doctor should be at once consulted.

Whooping Cough. is epidemic, and the child should be isolated from others who have never had an attack. During the first catarrhal bronchitis stage all cases are best kept in bed. Once a whoop has developed the patient is better to be up, always provided there are no complications; and strong children are undoubtedly better to be out of doors in dry, warm weather. Weakly children, on the other hand, should be kept in the house, but in a freely ventilated room, not in a hot, stuffy atmosphere. Ucal Whooping Cough Mixture should be given, and the whole of the chest—front, back, and both sides—should be rubbed with Ucal Whooping Cough Embrocation. The diet should be light, but seldom needs to be restricted entirely to liquids. It is a good plan to feed immediately after a bout of coughing. When the cough has subsided, Ucal Paromalt is of the greatest assistance in re-establishing the normal health.

Worms. Starvation, medication and purgation is the key-note of the successful treatment of all kinds of intestinal worms. First of all, clear the bowels by giving a good dose of castor oil the night before. If this has not acted first thing in the morning a dose of salts will assure it. The bowels being empty, the drug for killing the parasite, or at all events for temporarily paralysing it, will have the better chance to act. Keeping the patient without food in the meantime, Ucal Worm and Aperient Powders, or Ucal Chocolate Worm Cakes, may be given. Two hours afterwards another dose of salts will effectually expel anything which has been left. The treatment should be repeated in three or four days.

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GLEAMING WHITE TEETH
that makes your smile worth while



6^D

MONSTER TUBE

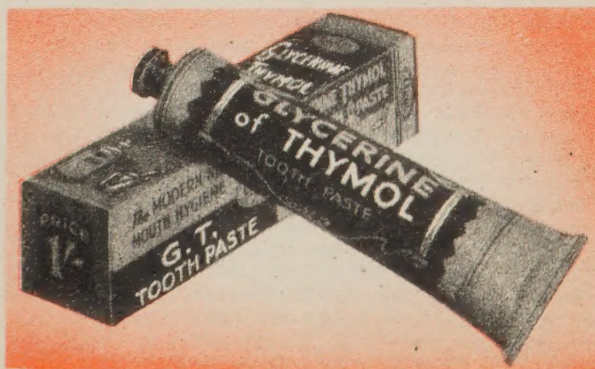
1/-

U C A L

GLYCERINE of **THYMOL** **TOOTH PASTE**

Think how you would admire a beautiful set of teeth that were cared for in a scientific way; and for your health's sake, too!

Possesses a pleasing and refreshing flavour — contains the valuable antiseptic properties of Glycerine of Thymol. Special attention has been given to the compounding of "stain-removing" agents to give a maximum of cleaning power without scratching or damaging the most delicate enamel.



UCAL MEDICAL GUIDE

INFECTIOUS DISEASES

Disease	Incubation period	Infection after an attack ceases	Quarantine required after latest exposure to infection
CHICKEN-POX ...	10-16 days	When every scab has fallen off ...	Twenty days.
DIPHTHERIA ...	2-10 days	Four weeks after the commencement of attack, if no complications ...	Twelve days.
GERMAN MEASLES	7-18 days, may be longer	Ten days after the appearance of the rash ...	Twenty days.
MEASLES ...	10-14 days	Two weeks after the appearance of the rash ...	Sixteen days.
MUMPS ...	10-22 days	Three weeks, or one week after disappearance of the swelling ...	Twenty-four days.
RINGWORM ...	1-8 days usually	When examination shows no broken hairs and no spores.	
SCARLET FEVER ...	3-5 days	When sore throat, albuminuria and desquamation have disappeared. Never less than six weeks ...	Ten days.
SMALL-POX ...	12-14 days	When every scab has fallen off ...	Sixteen days.
TYPHUS FEVER ...	5-14 days	Four weeks ...	Fourteen days.
WHOOPIING COUGH	7-14 days	Five weeks, or two weeks after cough and whooping have disappeared ...	Twenty-one days.
N.B.—In each case the number of weeks mentioned represents the shortest possible time.			

A FEW HINTS ON NURSING THE SICK

It falls to the lot of most women at one time or another to perform this sacred office. Some are constitutionally adapted to carry out the most arduous and distressing duties that devolve upon a nurse, whilst others find the simple tasks of attending a minor illness too much for them.

Yet the more serious the case, the greater necessity for self-sacrifice on the part of the nurse, who must faithfully obey every detail of the doctor's instructions.

The secret of good nursing lies in perfect freedom from dirt. A sick room should be a model of scrupulous cleanliness. No carpets, hangings, or furniture likely to harbour dust, should be allowed. Fresh air and sunlight are as essential as medicine, and it is the duty of the nurse to see that she does her part without causing any annoyance to the patient. Light without glare and fresh air without draughts are merely a question of arrangement. Warmth in winter and coolness in summer are not a matter of taste, they are a necessity to an invalid, and should be exactly gauged by a good house thermometer.

The bed and bed linen must be aired as often as possible, and not only when put on clean. If a long period of confinement to bed is anticipated, it is worth the extra trouble to have two beds—one for day and one for night use. Dusting with a damp cloth is the

only way to clean a sick room, dry dusting merely spreads the dirt. Bedroom utensils should be cleaned out immediately after use, and not be allowed to remain in the sick room.

A good nurse is always cheerful, yet firmly insistent on the fulfilment of the doctors' wishes. She is neatly and suitably dressed, and careful to the last degree about her personal cleanliness. She knows how to relieve the bareness of the sick room with flowers, pictures, and decorative objects, so as to break the monotony of the four walls which for the time being imprison her patient.

She is skilled in the preparation of tempting dishes that coax a jaded appetite, and in the persuasion which must often be exercised to induce her charge to maintain bodily strength by taking sufficient nourishment.

Close observation of an invalid and a correct report on the changes which may occur from day to day are invaluable to the doctor, yet must be obtained without being perceptible to the patient.

During convalescence a nurse's duties are lighter, but her responsibility greater. The doctor's visits will be less frequent, so that the entire charge of the case falls on the nurse, who must assist and encourage in every way a gradual return to strength.

UCAL MEDICAL GUIDE

Kiddies love the flavour of
UCAL

COMPOUND CHERRY BARK AND GLYCERINE COUGH CURE



Gives relief in cases of severe coughs, colds, etc., and contains no harmful drugs.



1/3 PER BOTTLE

AFTER BABY'S BATH...POWDER WITH

Ucal **BORATED ZINC & STARCH NURSERY POWDER**

Sifted with the greatest care, it is free from grittiness and cannot injure the most delicate skin.



**6^D AND
10^{1D}/₂**

SOME 'UCAL' NURSERY NECESSITIES

PREPAREDNESS is one of the watchwords of all successful mothers. Nothing is more annoying than to find yourself out of something you need for your baby's welfare at a time when shops are closed. Sometimes it is positively dangerous to be without the necessary article or preparation.

For the help of mothers we append a list of what they ought to have always at hand in some definite place, such as a special cupboard, shelf, or cabinet. They should go over it every week, and make up any deficiencies at once. Ucal Chemists everywhere can supply all that is needed.

UCAL CREAM OF MAGNESIA.

Forms a valuable addition to Milk Diet, taking the place of Lime Water. Invaluable for infants as an Antacid, Laxative, Aperient, Mouth Wash or for Discomfort of the Stomach after meals. 1/3 and 2/- per bottle.

UCAL BABY POWDER.

Is manufactured by the most modern machinery from the best material available, and is an absolutely reliable preparation. Many dusting powders sold are made from cheap, common materials, and may cause no end of trouble and discomfort. You are safe in always using Ucal Brand. Price 1/- per tin.

UCAL SUPER OLIVE OIL.

Excellent for removing the scurf and dryness from baby's scalp—caused by the frequent washing with hard, soapy water. Keeps the skin beautifully soft and healthy.

Prices, 7½d., 1/-, 1/9 and 2/9

UCAL WHOOPING COUGH MIXTURE

—P.J. F. 1/3 per bottle.

UCAL BABY CREAM.

Is a soothing and healing ointment specially prepared for nursery use. The main points of this article are its wonderful healing properties and its extreme purity.

Price 1/- per jar.

UCAL BANDAGES.

(One each : 1 in., 2 in., 2½ in., 3 in.)

SAFETY PINS.

SCISSORS, Pair of.

UCAL MEDICATED COTTON WOOL.

UCAL BORACIC LINT.

UCAL FRUIT LAXATIVES, 7½d. per box.

UCAL HONEY, GLYCERINE and LEMON with IPECACUANHA,

8½d. and 1/3

UCAL ADHESIVE PLASTERS.

Dr. FOSTER'S COOLING POWDERS.

Which are prepared from an old and valued recipe, have been found useful in many thousands of cases. They are absolutely safe, and being free from all injurious drugs, may be used freely during this distressing period. They have a long-established reputation which places them beyond criticism.

Price 1/3 per box.

UCAL INFANTS' GRIPE MIXTURE.

—P.J. F.

A simple, safe and effective remedy in all cases of disordered stomach or flatulence in children. Quickly "brings up the wind." Entirely free from Opium and other narcotic drugs.

Price 1/3 per bottle.

UCAL BORATED ZINC and STARCH NURSERY POWDER.

A standard formula, but made with the very finest materials procurable. Perfectly smooth, free from rough patches; very drying and most cooling for tender skins.

Price 6d. and 10½d. per tin.

UCAL BICARBONATE OF SODA.

(in a bottle or tin).

UCAL BURN DRESSING.

LIME WATER.

IPECACUANHA WINE.

THERMOMETERS

(Clinical and Bath).

PERMANGANATE OF POTASH.

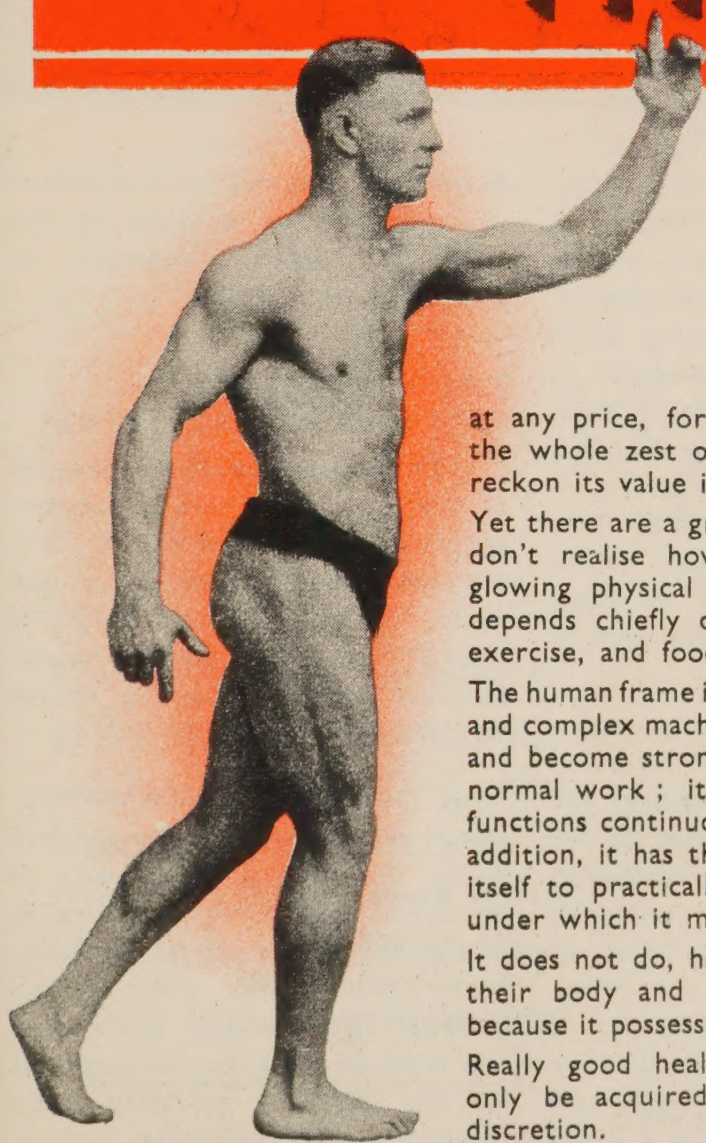
UCAL OINTMENT, 1/3 and 3/-

UCAL MEDICATED SOAP, 10½d.

UCAL STAINLESS IODINE OINTMENT, 1/3

UCAL ZINC and CASTOR OIL CREAM, 7½d. and 1/- jar

The CALL TO FITNESS



We are indebted to Mr. Syd. Ingleson, Holder of the Title, "England's Most Perfectly Developed Man," for his aid in the compilation of the exercises included in the following pages.

GOOD health is cheap at any price, for it adds so tremendously to the whole zest of life that it is impossible to reckon its value in terms of £ s. d.

Yet there are a great many people who simply don't realise how cheaply good health and glowing physical fitness can be achieved. It depends chiefly on three things: breathing, exercise, and food.

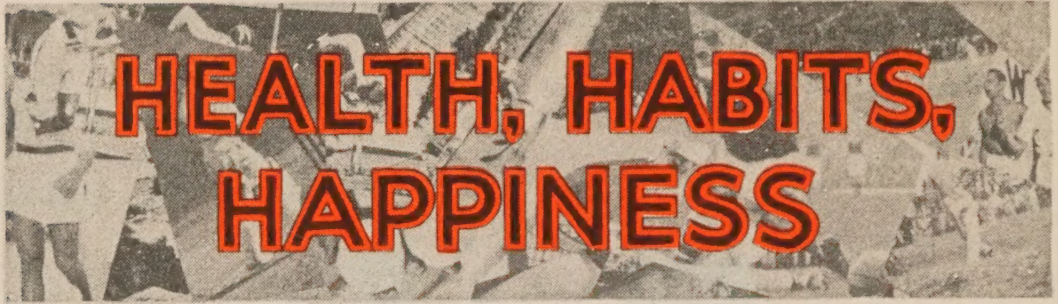
The human frame is the most wonderful, delicate and complex machine in the world. It can grow and become stronger while yet performing its normal work; it can replace worn parts; it functions continuously day and night. And, in addition, it has the unique power of adapting itself to practically all the varying conditions under which it may have to live.

It does not do, however, for anybody to take their body and its fitness for granted, just because it possesses such marvellous capacities.

Really good health is something which can only be acquired by exercising control and discretion.

Because of this, we feel that the following pages will be of definite interest to those readers of the "Ucal Medical Guide" who will appreciate the practical help and advice that is contained in this—our special feature for 1938.

THE CALL TO FITNESS



AS we have implied in our introduction, really good health is largely an attitude of mind, and as such may be fostered and developed. We give on the following pages a series of exercises calculated to make the body a really fit machine, functioning perfectly within the limits of its capacity, but we feel it is necessary to mention some first principles of physical fitness before our readers pass on, as we hope they will do, to the active part of this feature.

A WARNING

First of all may we remind our readers that such exercises as we have listed are not to be attempted

by people who, due to age or other reason, have a weak heart or a tendency towards apoplexy or a high blood-pressure. In any case,



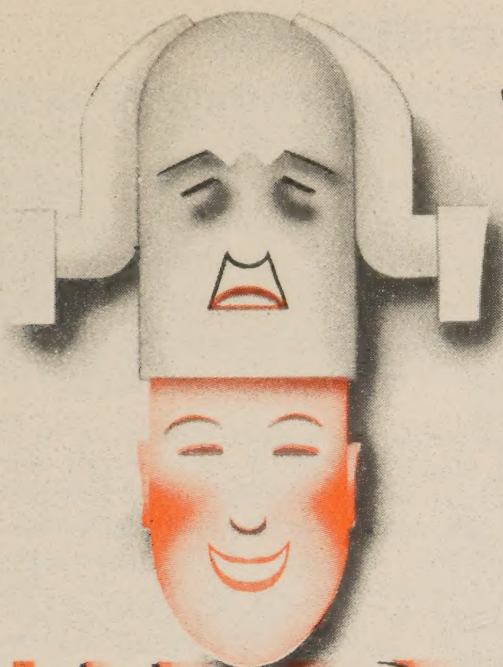
however fit one may be, it is unwise to carry physical exercise to the point of fatigue, exhaustion or palpitation of the heart.

THE IMPORTANCE OF FRESH AIR AND SUNLIGHT

The various organs and muscles of the body must have a constant supply of oxygen in order to carry out their functions efficiently and well. The source of this oxygen is fresh air, and so it is that the importance of correct breathing cannot be over-emphasized.

Since the general health and efficiency of the body depend on the proper functioning of its parts, it is obvious that a life spent mainly in the open air must be decidedly better than a life spent mainly indoors. Unfortunately, our climate and much of our work are such that we are compelled to spend many hours of our days and nights indoors. We must make the best of this by seeing that we get as much fresh air as possible in the course of our lives. The rooms and the

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REMOVES
HEADACHES
AND ALL
NERVE PAINS

UCAPYRIN TABLETS

Give a happy feeling of relief in cases of headaches, **without affecting the heart.** Sleeplessness is banished and nerve pains are quickly dispelled. Good for Neuralgia and Rheumatism, too.



25
9^D

50
1/3

100
1/9

THE CALL TO FITNESS

buildings we use should be well ventilated, and kept at a temperature conducive to good health.

TEMPERATURE OF HOME

To assure good ventilation, ample inlets for fresh air and good outlets for impure air should be provided. These should be placed so that there is a through current of air. The temperature of the rooms should be maintained on an even level—about 60° Fahrenheit.

BREATHING

Breathing should always take place through the nose, except during vigorous exercise. The inspired air is then warmed and filtered before it enters the lungs.

EXERCISE

Exercise strengthens the muscles of the body; it provides more oxygen by causing the respiration to become fuller and quicker. Exercise also helps the digestive system and creates a healthy appetite. It helps the excretory processes of the body very materially in getting rid of waste matter through the lungs, the skin, and the kidneys. It is perfectly simple really. What it amounts to is this—if you don't use any particular part of your body regularly, it will tend to stiffen up,

the circulation of the blood is affected, and finally, if this inaction is carried to an extreme (as in the case of Indian fakirs) its use is lost entirely. An adequate amount of healthy exercise is not only beneficial but absolutely essential to every human being.

SLEEP

Sleep should be adequate and of the right kind. Unhealthy sleep caused through over-indulgence in eating or drinking, over-exertion, lack of fresh air in the sleeping room and generally in the individual's life, worry or overtired brain, does not provide that refreshing effect which should always be felt after a good night's sleep.

It has been proved conclusively that it is the **QUALITY** of sleep which matters, and not merely the quantity. Eight hours sleep is considered sufficient for the normal healthy man, provided it is of

the right kind. Like other functions of the body, sleep is very largely a habit. A regular bedtime is conducive to regular sleep.

The poets have sung the praises of sleep—but the description that is most apt for the purposes of this article is "Nature's sweet restorer."



A fine healthy body is one of Nature's most treasured gifts.

THE CALL TO FITNESS

THE IMPORTANCE OF CORRECT BREATHING

It is impossible to over-emphasize the significance of deep, regular breathing in the campaign for fitness. It is an item that is all too frequently overlooked, but if you have really made up your mind to take an active and progressive part in the National "Be Fit" Scheme your first consideration must be—Breathing.

It is essential that the lungs should receive their full quota of clean, fresh air if the blood-stream, which is dependent upon oxygen from the air we breathe, is to course along with renewed vitality and energy.

We have, therefore, included here some exercises and hints concerning Correct Breathing, and if you follow out the instructions and study the illustrations carefully, you will already have taken the first step toward real physical fitness.

There are three ways of Breathing—Chest, Diaphragm and Stomach.

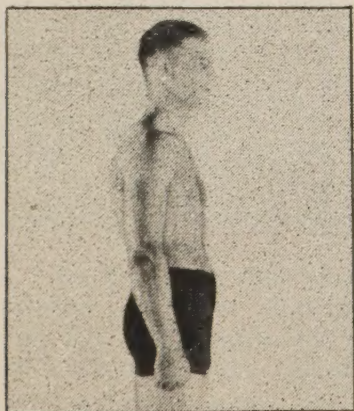


FIG. 1

The exercise of each of these and the final combination of all three of

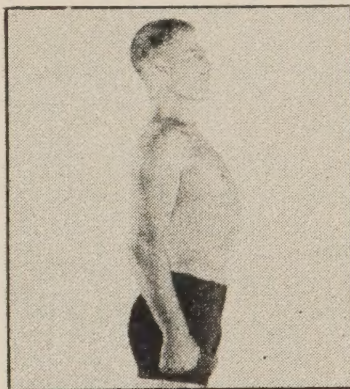


FIG. 2

them into a complete "body-breathing" movement must be the first consideration of everyone who wishes to achieve any measure of true physical fitness.

CHEST BREATHING

(See Figures 1 and 2)

Stand erect, but not in a strained position, and take the weight of the body fairly on the legs with the stomach and chest completely relaxed. Let the arms hang loosely down by the sides, with the shoulders slightly forward until the movement is completed.

Now concentrate on the chest alone, don't think about anything else. Then let all the air out of the body and breathe into the chest only, lifting it well upwards and outwards. (Remember at all times to breathe through the nose, and *not* the mouth.) Exhale, and allow the

THE CALL TO FITNESS

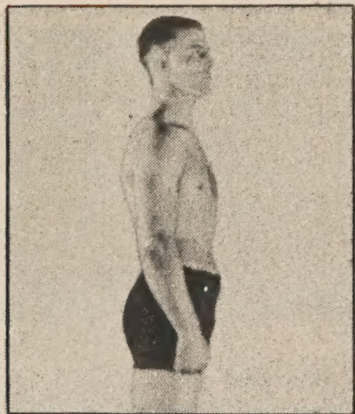


FIG. 3

chest to fall inwards, pushing the shoulders slightly forward in order to expel every last scrap of air from the lungs.

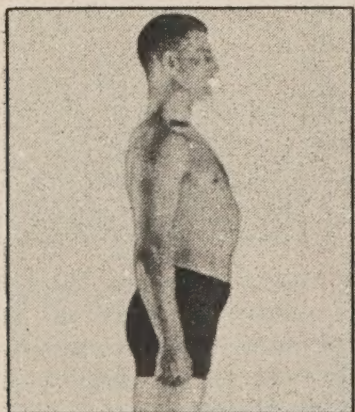


FIG. 4

Do this six or seven times, then pass on to the next stage in Breathing Exercises.

DIAPHRAGM BREATHING

(See Figures 3 and 4)

This is that portion of the body which lies between the chest and the stomach, and from a breathing point of view is extremely important for it contains the main passage for the air which feeds the body.

Let the chest drop, and breathe into the middle of the body without expanding either the chest or the stomach. Force out the diaphragm gently, whilst inhaling, and concentrate upon this part of the body,

Do this exercise several times, inhaling and exhaling quickly.

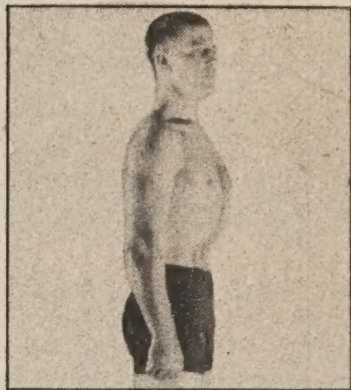


FIG. 5

STOMACH BREATHING

(See Figures 5 and 6)

In this exercise the chest and diaphragm must be forced slightly downwards and inwards when inhaling, and the stomach itself, of course, forced outwards.

BODY BREATHING

When these methods have been mastered individually, incorporate them into one movement and use this kind of breathing as an exercise apart from ordinary deep breathing.

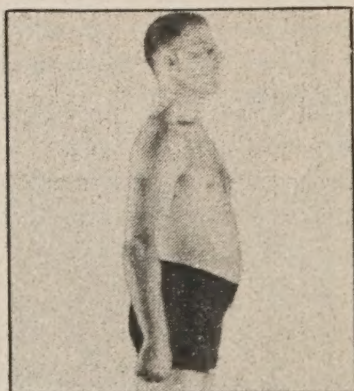


FIG. 6

Body breathing should start with air being sent into the stomach first, then the diaphragm, and lastly into the chest, which should be lifted well up. It is a kind of rolling motion that acts as an internal massage as well.



UCAL

MORNING
SALT

$4\frac{1}{2}$ & $7\frac{1}{2}$
ALSO IN BOTTLES $1\frac{1}{4}$

"First thing every morning" and you will strike the "right note" for the rest of the day. Just a few crystals in a cup of tea brightens the "deepest depression."

Recommended for Rheumatism, Gout, Constipation and Sluggish Liver.

THE CALL TO FITNESS



IN this and the following four pages we have given some twelve exercises. These have been chosen in order to combine in as short a space as possible a series of movements calculated to tone up the entire system.

These exercises will not cause you to have massive bulging muscles disposed about your body in a haphazard fashion. They are designed to remove superfluous tissue around the stomach and upper body and neck, and to effect a lasting cure for constipation. There is no need to do all of them every night; just pick, say, the first three and do them for a week; then go on to the next three, and so on. Remember, too, that it is in genuine attempt that virtue lies.

EXERCISE I.

Stand erect with the arms

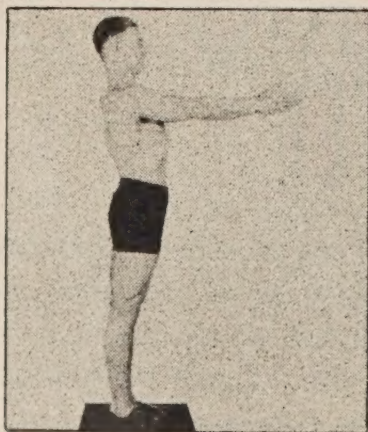


FIG. 1A

raised in front to shoulder-level and the palms of the hands together. Step forward with the left leg, bending both legs at the knees but keeping the back perfectly straight and perpendicular and the chin

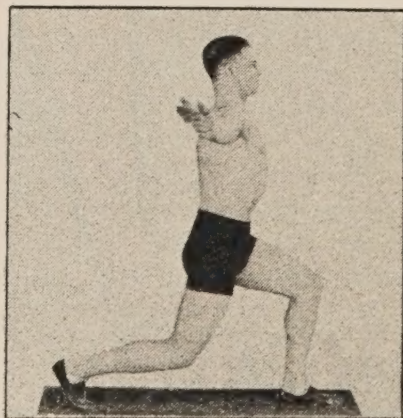


FIG. 1B

well up, at the same time throwing the arms backwards as far as possible, thrusting the chest as far forwards as possible, and inhaling sharply. Bring the arms back again to the front at the same time stepping back to the starting position, exhaling as the return movements are being made. Step forward with alternate legs some 20 or 30 times. This movement may be made more strenuous by using 2-lb. dumb-bells, but this is not advisable at the beginning.

THE CALL TO FITNESS

EXERCISE 2.

Stand erect with the heels together. Clasp the hands behind the head and bring the forearms in to the head with the elbows well up. Then, drawing the stomach inwards and upwards, turn from the waist, first left then right.

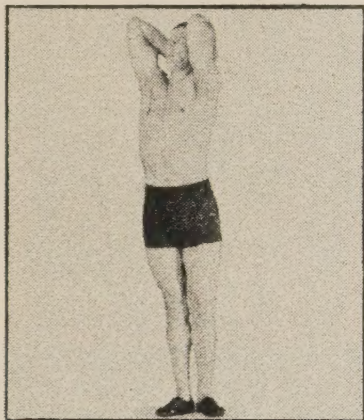


FIG. 2

This exercise is an excellent cure for constipation, and achieves a remarkable degree of internal massage which is so beneficial to general health and slimness.

EXERCISE 3.

Stand erect with the feet about 12 to 14 inches apart. Raise the

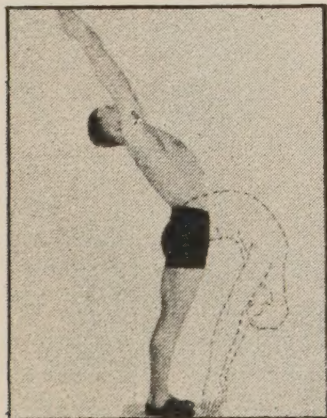


FIG. 3

arms above the head slowly, while inhaling, and keep the palms of the hands turned in and the elbows

locked. Lean well back, at the same time drawing the stomach inwards and upwards. Then bend forward from the waist and try to touch the floor, relaxing the abdominal muscles and pushing with the shoulders. Keep the knees braced throughout and return to starting position.

This is an excellent exercise for slimming and for toning up the entire abdominal region.

EXERCISE 4.

Starting position as in Exercise 3. Raise the arms above the head, lifting up the chest and drawing in the stomach. Then, keeping the legs braced, turn the body to the left,

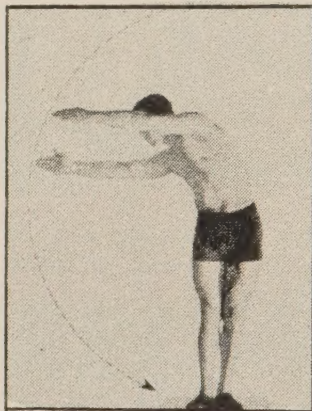


FIG. 4

and bend from the waist in an attempt to reach the floor, relaxing the abdominal muscles and pressing downwards with the shoulders. Exhale when going down. Rise up, inhaling, still with the arms above the head, turn front then right, and repeat the movement. Come up and return to the front position and lower the arms. Relax for 2 or 3 seconds, then commence again.

EXERCISE 5.

Lie down on the back with arms at the sides and the palms of the hands down. Keeping the heels together, raise the legs slowly

THE CALL TO FITNESS

until they are over the face. Continue

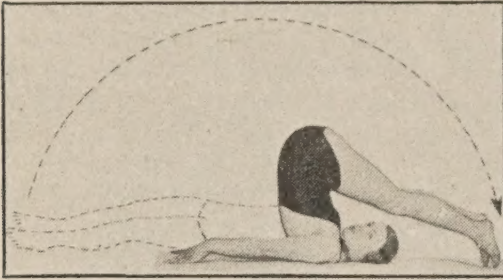


FIG. 5A

over and attempt to touch the floor behind the head. Bring the legs back slowly to the starting position.

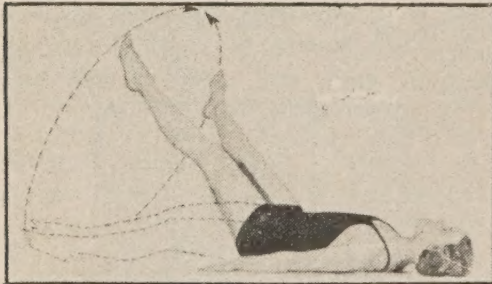


FIG. 5B

Vary this by raising and lowering the legs in a broad circular movement.

EXERCISE 6.

Stand erect with the heels together. Raise the arms above the head and intertwine the fingers and

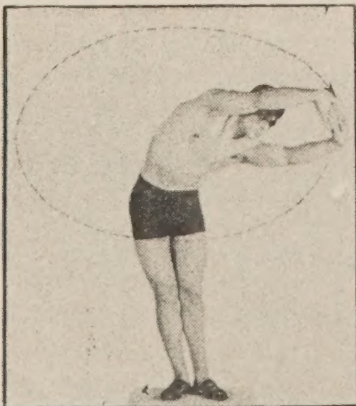


FIG. 6A

lock the elbows. Lift the head up and fix the gaze on the hands.

Hold the stomach in and throw out the chest; then gently roll the upper half of the body around—side, back, side, front. Three times one way and three times reverse.

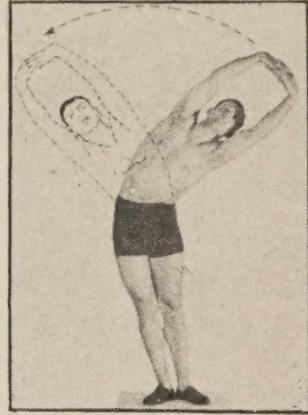


FIG. 6B

A variant of this exercise, or an addition if you like, is to bend from side to side instead of revolving. These exercises are excellent for slimming and to remove uric acid crystals from the shoulders.

EXERCISE 7.

Lay on your back on the floor, with the hands stretched out behind your head. Keeping the heels on

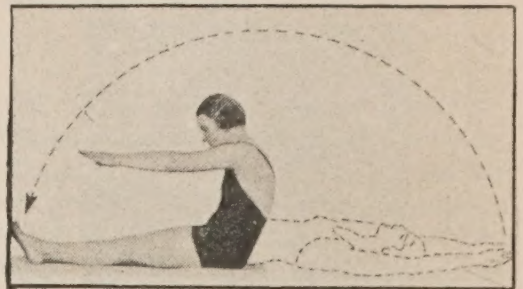


FIG. 7A

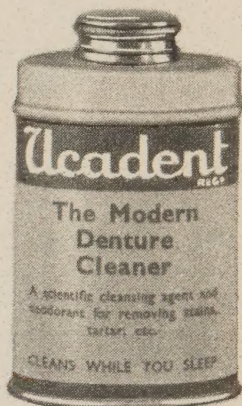
the floor, raise the body up from the waist, bend over and take hold of your ankles. Then attempt to pull your head into your knees. If you cannot come up at the start, place your feet under some heavy article of furniture.

UCAL MEDICAL GUIDE

CLEANS WHILE YOU SLEEP



A scientific cleansing agent and deodorant for removing stains, tartar, etc., keeping your dental plate surgically clean without brushing.



1/• PER CANISTER

UCAL BURN DRESSING

...A NECESSITY IN EVERY HOME

Often those minor burns and scalds are very distressing. Treat them quickly with Ucal Burn Dressing and obtain instant relief.



7 1/2

SIMPLY APPLY TO BURN OR SCALD

THE CALL TO FITNESS

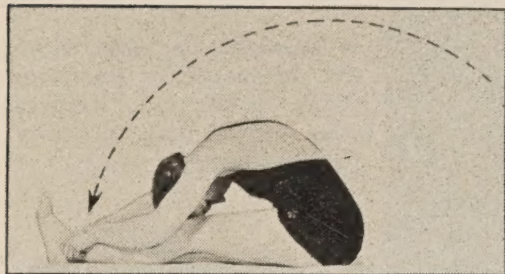


FIG. 7B

EXERCISE 8.

Stand erect, then bend both knees until they are touching the chest, resting the hands firmly on the floor, one arm on either side of the legs, with elbows locked.

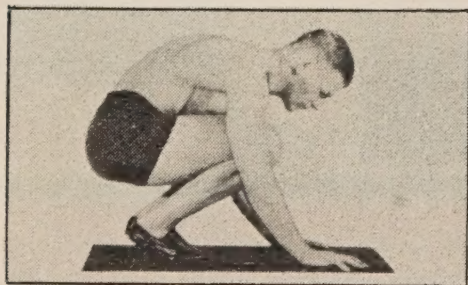


FIG. 8A

Then throw out the feet backwards at the same time arching the back so that the stomach is almost touching the floor, and throw the head well

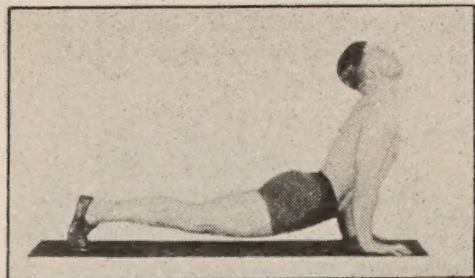


FIG. 8B

back. Spring back again, bringing the knees right up to the chest. A variant of this exercise is to spring out and in with alternate legs.

EXERCISE 9.

Stand erect with the feet firmly planted on the floor about 12 inches apart, and clasp the hands behind the neck with the elbows held well up and back. Expel all the air from the stomach and, keeping the legs firmly braced, bend over first to one side then to the other. When

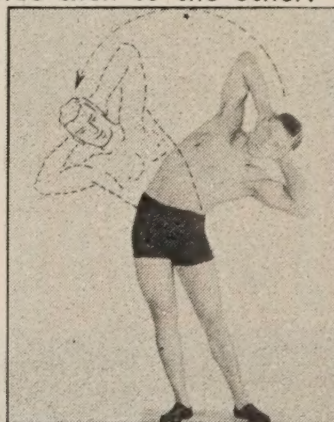


FIG. 9

bending over to the left, pull down with the left arm and push down with the right. At the same time—THIS IS IMPORTANT—thrust out the left hip. Straighten up, pause, and repeat the exercise to the right.

EXERCISE 10.

Stand erect with feet flat on floor about 18 ins. apart. Arms



FIG. 10

hanging loosely by the sides, inhaling. Exhale and bend the knees sharply

THE CALL TO FITNESS

keeping feet FLAT on floor) and at the same time raising the arms to the level of the shoulders in front. The back must be kept straight and the entire body completely relaxed. Pause. Then, assuming erect position by reversal of these movements, inhale. Repeat exercise half-a-dozen times at least. This exercise may be varied by raising arms sideways to shoulder-level. When in the squatting position, sway the trunk from side to side, trying to touch the floor at either side with the hands.

EXERCISE 11.

Stand erect with arms hanging loosely by the sides, and the heels together. Step forward with the

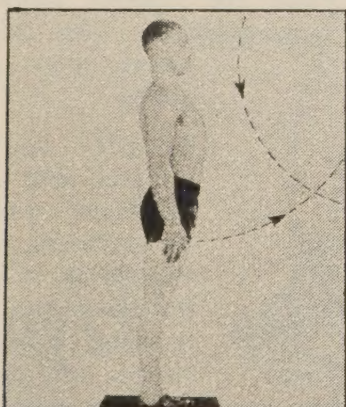


FIG. 11A

left foot a distance of about 2 feet, at the same time bending BOTH knees and keeping the back erect.

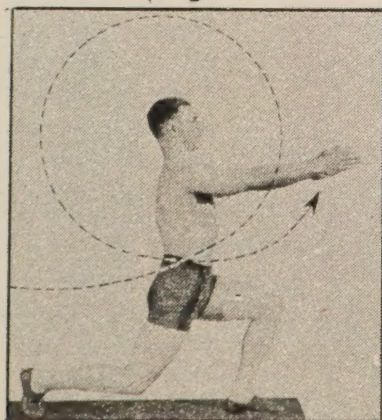


FIG. 11B

While taking this movement, fling both arms forward, upward, backward and forward again in a circular motion, so that when the front foot touches the ground the swinging motion of the arms is complete and the arms are out in front at shoulder-level. Inhale whilst doing this movement.

Reverse the actions, exhaling the while, and step back to the starting position.

Perform this exercise six times each foot forward, 12 in all.

EXERCISE 12.

Stand about a foot away from a wall, and lean forward with locked arms taking the weight of the body



FIG. 12

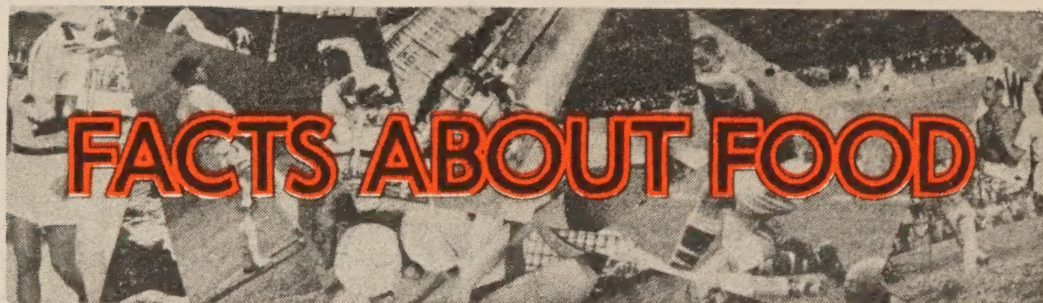
on them. Bend the arms slowly until the chest is touching the wall, then re-straighten the arms until they are locked again. Gradually increase the distance.

This exercise has an excellent influence on the back and neck as well as the arms and shoulders, and tends to slim the figure.

SPECIAL NOTE.

The foregoing exercises have been compiled and arranged to keep the entire body in a state of glowing health . . . but they will only achieve this if they are practised regularly. If you once decide to do this course keep it up. You'll never regret it.

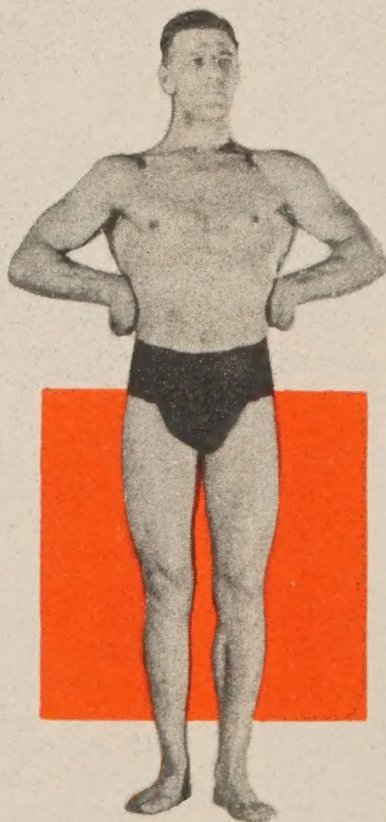
THE CALL TO FITNESS



JUST as an internal combustion engine needs petrol to make it go, so the body requires certain foods to supply it with the heat and energy it uses up in living. The body, however, must be in a healthy state before it can make proper use of such food, for it is manifestly ridiculous to expect any diet to accomplish the impossible. Naturally, in this article we are referring to the food requirements of the normal healthy person, and not to specific diets which are part of the treatment of certain diseases.

It is extremely unlikely that a dietary suitable for everyone will ever be discovered, for it is bound to vary according to the individual's particular needs. However, it is more or less scientifically established that the average human demands its due proportions of vitamins, proteins, fats, mineral

salts, carbo-hydrates and water, and anyone who wants to be more than "just healthy" should have a good working knowledge of the types of food required by the body and the special work each type accomplishes. The following hints may prove useful.



Broadly speaking, mineral salts are to be found mostly in milk, cheese, fish and vegetables. Their particular function is to help to build the tissues of the body and to regulate its processes.

Vitamins are present in fresh foods, greens, fresh fruit, cod-liver oil and butter, fish, liver and roe, cream, cheese and milk from pasture - fed cows. By the way, there is another valuable form of vitamin in the husks of the seeds of plants, which explains the infinite superiority of whole-meal as against white bread.

• UCAL MEDICAL GUIDE

THE OLD-FASHIONED DRINK WITH THE MODERN APPEAL



UCAL



GINGER WINE essence

There's nothing like a good drink of real old fashioned Ginger Wine to cheer the spirits—it is warming, invigorating, and gives a wonderful feeling of good fellowship, and, above all, is non-alcoholic.

9^D & 1/4 PER BOTTLE

THE CALL TO FITNESS

No diet is complete unless it contains a certain amount of "roughage." This is the fibrous portion of fruit, vegetables, whole-meal bread, etc. Its presence is particularly required in the bowels and intestines, and its absence in sufficient quantities is one of the primary causes of constipation, the main source of body poisoning. Milk from pasture-fed cows is definitely an ideal food, as it contains all the necessary constituents of a healthy diet. Skimmed and tinned milks lose a great deal of their nutritive value, and as a result are poor substitutes for the fresh variety.

Meals should be as varied as possible. There should be enough food to be satisfying; it should be fresh and of good quality, and it should be well cooked, appetising and served attractively. The dietary should contain approximately the correct amount of food essentials, meals should be regular and well spaced, whilst good plain cooking is considered best. If these points are carefully observed, the effect they have on the general fitness of the individual is amazing.

The general tendency is to over-eat. Some people seem to live to eat, forgetting that eating is a necessity—not merely a pastime. Over-eating throws extra work on the stomach and digestive system, and gives it more to do than it can handle in comfort. Energy which is needed for work and play is taken up with the business of trying to digest the excess of food. The immediate results are well-known; indigestion, flatulence and drowsiness; and if the indulgence becomes a habit, obesity ultimately results.

It is important that food should be eaten slowly. The common

practice of bolting food and swilling it down with liquid is a sure forerunner of indigestion, as it does not allow for proper mastication, whilst the liquid dilutes the digestive juices. Only a little fluid should be taken at mealtimes, and then it is best left until the end of the meal. Water or other suitable beverages should be taken freely between meals.

The meal should be eaten in peace and quietness. Excitement and worry hinder the flow of the digestive juices. The individual should be in a cheerful frame of mind, and should not be over-fatigued.

It is extremely unwise to partake of a heavy meal before going to bed. The digestion of the food is slowed up, while the sleep is disturbed and is frequently of an unhealthy type. Sleep provides rest for the body, and after a normal day's work and activity it certainly deserves every hour of complete rest that it can get.

Modern research has disproved the value of many old-fashioned adages about food and our manner of eating it, and indeed many eminent dieticians of to-day are extremely tolerant on the whole matter. We used to have it drilled into us to chew every mouthful 80 times, as Gladstone is popularly supposed to have done. We are now told that such protracted mastication is unnecessary—chew your food well, but don't get bored by it.

Then again we are told that "hunger is the best sauce", which is all right so far, but you can wait too long for meals, and then, although the body feels that it vitally needs a large amount of food, it is unwise to overload the stomach suddenly.

THE CALL TO FITNESS



IN the National drive for fitness, it is as well for us to keep in mind that the scheme does not lie only within the confines of physical culture exercises. It is something more, as we have been at pains to point out in the foregoing pages. It means the adoption of a fresher, cleaner attitude towards life in general. It means a more vivid and vital interest in all those activities that go to make up a healthy, happy life. It is not enough merely to watch games, the idea is to play them, if you are at all able.

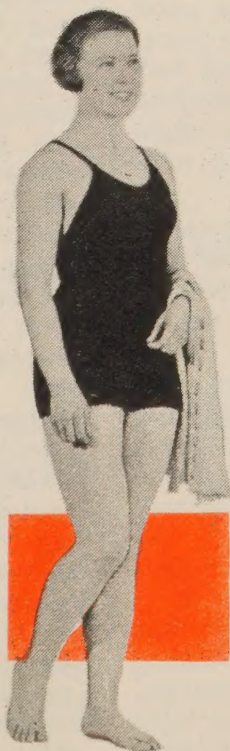
In view of the Government's collaboration with local authorities, and the provision of adequate training centres for those who wish to attend them, there is really no excuse for hanging back. And even if you're not keen on mass-production physical training, the opportunities available to-day for outdoor recreation afford a particularly pleasant way to health, especially if they are used in conjunction with a

regular course of mild exercises such as we have outlined under the heading "The Daily Dozen."

Hiking, biking, swimming, sun-bathing—all these can play a happy part in the building up of a body that is brimful of glowing energy and "go."

Let your whole attitude be coloured by a realisation of the value of physical fitness for its own sake, and you will find yourself entering quite normally and naturally into that heritage of good health which is the right of every citizen.

We should like to mention, for the benefit of those who are perhaps interested in organising a "Be Fit" Club, that the Central Council of Recreative Physical Training is at all times ready and willing to help both in an advisory and a practical capacity. Your local Director of Physical Training at the Education Offices is also at your disposal.



HOW TO PREVENT THE NAUSEOUS TASTE OF MEDICINES

Many grown-ups and nearly all children have a dread of certain medicines and obstinately refuse to take them. Sometimes there is no alternative which can be given, and the unpleasant task of compulsion must be resorted to.

A great deal can be done in the way of disguising the dreaded taste, and often the most unpleasant of doses can be given in this way without any trouble.

CASTOR OIL is perhaps one of the most difficult medicines to administer, but if carefully prepared can be taken by almost everyone without producing sickness. Dip a wine glass into warm water and wet it thoroughly—take the juice of an orange, strain it and pour a tablespoonful into the glass. Now pour the oil into the centre of the juice, put some more juice on top and gulp down quickly. Another method is to float the oil on hot coffee, or to shake it up well with some neat brandy.

COD LIVER OIL. Orange juice can be used with Cod Liver Oil effectively, whilst for **EPSOM SALTS** peppermint water has a more neutralising effect.

The old-fashioned method of nipping the nose, pouring the medicine down the throat and then taking a drink of water has a certain action in preventing most of the nasty taste.

A very pleasant laxative for children is Ucal Syrup of Figs. It is perfectly safe and free from the slightest trace of any irritating matter. Its mild, yet certain, action has made it a favourite with mothers in all parts of the country.

THE BEST WAY TO GIVE AND TAKE MEDICINES

It is of the utmost importance that the directions for taking medicines should be followed down to the most minute detail. The size, interval between, and method of taking each dose, are as vital to the patient as the medicine itself. If through some mistake a dose is missed, no attempt should be made to "catch up" by increasing the next one or curtailing the following intervals. The instructions, "Before Meals," or "After Food," etc., are given for a definite purpose, and must be rigidly adhered to.

Many people have the idea that a medicine prescribed for one member of the family will do equally well for any of the others who claim to feel the same symptoms. This does not follow by any means. A drug may have an entirely different effect on one person to that which is observed in even a very near relation. Sex, age, constitution and temperament, all have an influence on deciding the strength and frequency of administering a medicine.

"Shake the bottle" is a frequent injunction on a mixture containing solids in suspension, and unless it is carried out thoroughly before each dose, the proportion of some ingredients will vary, and consequently the maximum amount of benefit will not be derived. All medicine bottles should be kept tightly corked and if possible in a cupboard out of the reach of the children. The original labels should be preserved intact, and poisons kept separately. The latter are invariably put into coloured ribbed bottles, so that they can be instantly recognised by sight or touch.

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IN THE SPRINGTIME . . .
YOUR CHILD NEEDS

BRIMSTONE & TREACLE

An old-fashioned remedy that still gives the best results. There's no coaxing needed—the children willingly take it. For purifying the blood and removing spring rash, pimples, blotches, etc.

7¹/₂
PER PAIL

UCAL HONEY · GLYCERINE & LEMON WITH IPECACUANHA FOR COUGHS, COLDS, SORE THROATS, ETC

Another old-fashioned remedy that is equally good for children and grown-ups. It quickly relieves tightness on the chest and is most effective for coughs and colds.



8¹/₂ & 1/3

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POSTAL INFORMATION

Inland Letter Post.—Not exceeding 2 oz. 1½d.; for every additional 2 oz. ¾d. Maximum length, 24 ins. x 18 ins. depth x 18 ins. width.

Imperial and Foreign Post.—Letter rate to British Possessions generally: Mandated territories (except Transjordan), the U.S.A., Egypt, and the British Post Office at Tangier, 1½d. for the first oz. and 1d. for each succeeding oz. Rates for letters to all other destinations (including Iraq and Transjordan), 2½d. for the first oz. and 1½d. for each additional oz. Postcards,* Empire, Mandated Territory, U.S.A., etc., 1d.; reply postcards, 2d.; small packets (to certain countries only) 1d. for 2 oz., minimum charge, 5d.; printed papers, ½d. per 2 oz.; commercial papers, ½d. for every 2 oz., with a minimum charge of 2½d.; samples, ½d. for every 2 oz. Minimum 1d.

Air Mails.—See Air Mail leaflet, obtainable free at any Post Office.

Newspapers.—(Registered at the G.P.O.). Not exceeding 6 oz. (per copy), 1d. For every additional 6 oz. up to 2 lb., ½d. With the exception of Canada and Newfoundland, newspapers for countries abroad go at printed paper rate. Newspapers for Canada and Newfoundland may be sent by Magazine Post, the rate varying from 1d. per 6 oz. up to 5d. per 5 lb. packet, regardless of the number of copies enclosed.

Printed Paper Rate.—Inland, not exceeding 2 oz., ½d. For each additional 2 oz. or fraction of 2 oz., up to 2 lb., ½d. Imperial and Foreign Post, ½d. per 2 oz., and ½d. per 2 oz. thereafter up to a limit of 5 lb. for the British Empire, and 4 lb. for foreign countries (including Egypt).

Parcel Rate.—Inland: Not exceeding 3 lb., 6d.; 4 lb., 7d.; 5 lb., 8d.; 6 lb., 9d.; 7 lb., 10d.; 8 lb., 11d.; 8-15 lb., 1s. Imperial and Foreign: To U.S.A., 3 lb., 2s.; 7 lb., 3s. 9d.; 11 lb., 5s. 9d.; 22 lb., 9s. 9d. To other places, see Post Office Guide.

Postcards.—Inland, 1d. Picture postcards with not more than 5 conventional words, ½d. Foreign, 1½d. British Empire, Mandated Territory, U.S.A., etc., 1d.

Registered Letters, etc.—Inland, 3d. for £5. 4d. for £20, and 1d. extra for every £20 to £400.

Telegrams.—First 9 words, 6d. For Irish Free State, 1s. 6d. for first 12 words. For every additional word, 1d. Telegrams on Sundays, Good Fridays and Christmas Day, 6d. extra. In Scotland the 6d. extra is payable on Sundays only. Portage outside free delivery area, 6d. per mile. Reply-paid telegrams, 6d. (Irish Free State, 1s. 6d.). Fee for recording instructions for official re-direction, £1 1s. a year.

OVERSEAS TELEGRAMS.

European System.—Charges, 2½d. to 9½d. per word. Minimum charge, 1s. 3d. Urgent (double rate) service available to all countries, except Albania. Picture and facsimile services and letter telegram (E.L.T.) service to certain countries.

Extra European System.—Full rate telegrams to all countries. Urgent, deferred and daily, night and post letter telegrams to many destinations. For rates and conditions, see Post Office Guide.

Radiotelegrams to Ships at Sea.—Radiotelegrams may be handed in at any Postal

Telegraph Office or, if the sender is a telephone subscriber, may be dictated over the telephone to the nearest Telegraph Office. For rates and conditions, see Post Office Guide.

Express Delivery.—6d. per mile.

Postal Orders.—6d. to 2s. 6d., 1d.; 3s. to 15s., 1½d.; 15s. 6d. to 20s., 2d.; 21s., 2d.

Money Orders.—Inland: not exceeding £3, 4d.; exceeding £3, but not exceeding £10, 6d.; exceeding £10, but not exceeding £20, 8d.; exceeding £20, but not exceeding £30, 10d.; exceeding £30, but not exceeding £40, 1s.

Registered Abbreviated Addresses.—£2 a year.

Bill Stamps.—Not exceeding £10, 2d.; not exceeding £25, 3d.; not exceeding £50, 6d.; £75, 9d.; £100, 1s. For every additional £100 or part of £100, 1s. extra.

Telephone Information.

London (within 10 miles of Oxford Circus): Exclusive line to business premises, 35s. 6d. per quarter; auxiliary line to same premises, 28s. Exclusive line to private residence, 26s. per quarter; auxiliary line, 23s. 6d.

Provinces (Birmingham, Glasgow, Liverpool, Manchester): Exclusive line to business premises with a radius of 7 miles of selected centre, 32s. 6d. per quarter; auxiliary line to same premises, 25s. Exclusive line to private residence, 23s. per quarter; auxiliary line, 20s. 6d.

Provinces (All Other Places): Exclusive line to business premises with radius of 3 miles of exchange, 29s. 6d. per quarter; auxiliary line to same premises, 22s. Exclusive line to private residence, 20s. per quarter; auxiliary line, 17s. 6d.

Business (Small User Rates): London, 29s. 6d. per quarter; Birmingham, Glasgow, Liverpool, Manchester, 26s. 6d.; Provinces, 23s. 6d.

Local Call Fee 1d. and **Call Office Fee** 2d. both in London and Provinces.

Trunk Calls:

For distances up to (miles)	Trunk charges—3 minutes.			
	5 a.m. to 9 a.m.	9 a.m. to 2 p.m.	2 p.m. to 7 p.m.	7 p.m. to 5 a.m.
	s. d.	s. d.	s. d.	s. d.
10	0 3	0 3	0 3	0 3
12½	0 3	0 3	0 3	0 3
15	0 4	0 4	0 4	0 4
20	0 5	0 7	0 5	0 4
25	0 7	0 9	0 7	0 5
35	0 9	1 0	0 9	0 6
50	1 0	1 3	1 0	0 9
75	1 6	1 6	1 6	1 0
125	2 0	2 0	2 0	1 0
200	2 6	3 0	2 6	1 0
300	3 0	3 6	3 0	1 0
Over 300	3 6	4 0	3 6	1 0

International Services: Telephone communication is obtainable with most countries in Europe; with Australia, Egypt, India, New Zealand, etc.

No responsibility can be accepted for inaccuracies.

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INFLUENZA MIXTURE

Don't spend your time in bed when influenza is rampant—seek protection by taking Ucal Influenza Mixture.

1/3 PER BOTTLE



REGAINED VITALITY!



No need to say "I wish I could—." Regain your lost vitality by a course of Ucal Ton-o-phyll Tablets.

1/4 AND 1/9



UCAL TON-O-PHYLL

THE REJUVENATING TONIC TABLETS

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WEIGHTS & MEASURES

LINEAL MEASURE.

4 ins. make 1 Hand	5½ yds. make 1 Rod,
9 ins. " 1 Span	(Pole or Perch)
12 ins. " 1 Foot	4 Poles " 1 Chain
3 feet " 1 Yard	10 Chains " 1 Furlong
5 feet " 1 Pace	8 Furlongs " 1 Mile
6 feet " 1 Fthm	3 Miles " 1 League
1,151 Miles make 1 Knot.	

A Mile varies in different countries:—

	yds.		yds.
England ...	1,760	Ireland & Scotland	1,984
Italy ...	2,025	Russia ...	1,167
Spain ...	6,600	Germany ...	8,239
Sweden ...	11,067	Hungary ...	9,113

France measurement is Mean League of 3,666 yards.

SQUARE OR LAND MEASURE.

144 Square Inches	=	1 Square Foot
9 Square Feet	=	1 Square Yard
30¼ Square Yards	=	1 Square Perch
40 Perches	=	1 Rood
640 Acres	=	1 Square Mile

An Acre equals 4,840 Square Yards.

TROY WEIGHT.

3.17 Grains	=	1 Carat
24 Grains	=	1 Pennyweight
20 Pennyweights	=	1 Ounce
12 Ounces	=	1 Pound
100 Pounds	=	1 Hundredweight

The standard for gold coin is 22 carat fine gold and 2 carats alloy.

APOTHECARIES' WEIGHT.

20 Grains	=	1 Scruple
3 Scruples (60 grs.)	=	1 Drachm
8 Drachms (480 grs.)	=	1 Ounce
12 Ounces (5,760 grs.)	=	1 Pound (lb.)

Drugs are compounded by this weight.

AVOIRDUPOIS WEIGHT.

20 Hundwts.	=	1 Ton
112 Pounds	=	1 Hundwt. (cwt.)
28 Pounds	=	1 Quarter
14 Pounds	=	1 Stone†
16 Ounces	=	1 Pound (lb.)
16 Drams	=	1 Ounce (437.5 grs.*)

*A grain is the same in all weights.

†Butcher's Stone is 8 lb.

By Avoirdupois are weighed the larger and coarser kind of goods, such as groceries, cheese, butter, meat, corn, etc.

MEASURES OF CAPACITY—DRY MEASURE.

1 Minim ...	=	1 Drop
1 Dram ...	=	1 Tea-spoonful
2 Drams ...	=	1 Dessert-spoonful
4 Drams ...	=	1 Tablespoon
60 Minims ...	=	1 Dram
8 Drams ...	=	1 Ounce
20 Ounces ...	=	1 Pint, nearly ½ litre
4 Gills ...	=	1 Pint, 34,659 c. in.
2 Pints ...	=	1 Quart, 1 and one-tenth litre
2 Quarts ...	=	1 Pottle
4 Quarts ...	=	1 Gallon, 277.274 c. in.
2 Gallons ...	=	1 Peck
4 Pecks (8 gal.)	=	1 Bushel, 1,2837 c. ft.
2 Bushels ...	=	1 Strike
3 Bushels ...	=	1 Bag
4 Bushels ...	=	1 Coomb
8 Bushels ...	=	1 Quarter
12 Bags ...	=	1 Chaldron
5 Quarters ...	=	1 Wey or Load, 51,347
10 Quarters ...	=	1 Last

An Imperial Gallon of distilled water weighs 10 lbs. Avoirdupois.

A wine-glass holds about 2 oz.; a tea-cup about 3 oz.

In the North of England half a pint is called a gill and a true gill a "noggin."

Corn is sometimes sold by weight. The average weight of a bushel of barley is 47 lb., oats 38 lb., wheat 60 lb.

WINES AND SPIRIT MEASURE.

4 Gills ...	=	1 Pint, 34,659 c. in.
2 Pints ...	=	1 Quart
4 Quarts ...	=	1 Gallon
31½ Gallons	=	½ Hogshead
63 Gallons ...	=	1 Hogshead
84 Gallons ...	=	1 Puncheon
2 Hogsheads	=	1 Pipe
2 Pipes	=	1 Tun

MEASURE OF SPACE—ANGULAR MEASURE.

60 Seconds ...	=	1 Minute
60 Minutes ...	=	1 Degree
30 Degrees ...	=	1 Sign
45 Degrees ...	=	1 Octant
60 Degrees ...	=	1 Sextant
90 Degrees, right angle	=	1 Quadrant
180 Degrees ...	=	1 Semi-Circle
360 Degrees ...	=	1 Circle

are you *LIVERISH*
at breakfast?



Are you liverish at breakfast? ... grumpy ... "headachy"... digestion all awry ... then it's time you took yourself in hand.

UCAL

LIVER SALT

(GRAPEFRUIT FLAVOURED)

will help you to cleanse your liver and kidneys and to brighten your day's outlook.

Why be a "grump"?

Makes a refreshing drink all the year round.



PER TIN **6^D & 10^D₂**

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SELECTED LIST OF 'UCAL' SPECIALITIES

THERE is a Ucal Product to meet every requirement in Medicine, Toilet Requisite or Drug. If you don't find listed here what you are wanting, ask your Ucal Chemist to get it for you.

Ammoniated Cinnamon Inhalant	1/3	Ear Drops, Golden	... 1/-
Anti-Rheumatic Tablets	... 2/-	Eau de Cologne	... 1/6, 2/3
Anti-Sting Lavender	... 6d., 1/-, 1/6	Embrocation, World's	... 1/3, 2/-
Antiseptic Dusting Powder	... 1/-	Emulsion, Cod Liver Oil,	1/-, 1/6, 2/9, 5/-
Antiseptic Talcum Powder	1/-, 1/3	Emulsion, Cod Liver Oil, with	Parrish's Chemical Food,
Asthma Fume	... 1/6		1/6, 2/9, 5/-
Back and Kidney Pills	... 3d.	Emulsion, Petroleum	1/6, 2/9, 5/-
Baby Powder	... 1/-	Ephedrine with Adrenalin	Nasal Cream
Baby Cream	... 1/-		... 1/-
Bath Salts, "Joy Walk"	... 1/3	Ephedrine Catarrh Drops	... 1/3
Bay Rum	... 10½d., 1/6, 2/9	Essences—"Betterstill" Brand,	All Flavours
Bismuthated Magnesia	1/3, 2/-		... 6d., 9d.
Blaud's Pills	... 1/3	Extract of Malt (Ucal)—	Jars
Blood Purifier	... 1/3, 3/-		... 9d., 1/1, 2/-, 4/-
Boric Ointment	... 2d., 3d., 6d.	Extract of Malt with Cod Liver	Oil—Jars
Brilliantine	... 7½d., 1/-		... 10d., 1/2, 2/2, 4/3
Brimstone and Treacle	... 7½d.	Malt and Oil, with Parrish's	Food ("Paromalt")
Brompton Hospital Lozenges	4½d.		1/6, 2/9
Bronchial Lozenges	... 9d., 1/6	Eye Lotion	... 9d., 1/3
Burn Dressing	... 7½d.	Eye Ointment	... 6d.
Capitas Headache Powders	... 2d.	Fever Cure, P.J.F.	... 1/-
Capsicum Tissue	... 9d., 1/6, 2/6	"Fixwyte" Shoe Dressing	... 6d.
Catarrh Pastilles	... 9d.	Foot Lotion (for Hikers)	9d., 1/3
Catarrh Snuff	... 7½d.	Formalin and Mint Tablets	... 1/-
Chest Vapour Rub	... 6d., 1/-	Foster's Infant Powders	... 1/3
Chilblain Paint or Ointment	7½d., 1/-	Fruit Laxatives	... 7½d.
Children's Chest and Lung Syrup	1/3	Fuller's Earth Cream	... 3d., 6d.
Children's Tonic	... 1/3	Gargle, Astringent Rose	... 1/3
Chlorodyne	... 9d., 1/3	Glycerine and Blackcurrant	Pastilles
Cinnamon and Quinine	7½d., 1/-, 1/9		... 7½d.
Cloudy Ammonia	... 10½d., 1/3	Glycerine and Cucumber	1/-, 1/9
Cod Liver Oil	... from 9d.	Glycerine and Honey Jelly	6d., 1/-
Cold Cream	2d., 3d., 6d., 9d., 1/3	Glycerine, Lemon and Honey	7½d., 1/-, 1/9
Cold and Influenza Mixture...	1/3	Glycerine Suppositories—	
Colloidal Calamine Lotion	... 1/3	Infants'	... 10½d.
Colourings—"Betterstill"	6d., 9d.	Children's	... 1/-
Compound Cherry Bark and		Adults'	... 1/6
Glycerine Cough Cure	... 1/3	Glycerine of Thymol	... 9d., 1/3, 2/-
Corn Plaster—Mulberry Leaf	7½d.	Glycerine of Thymol Pastilles	1/-
Corn Ointment—"Joy Walk"	4d.	Glycerine of Thymol	Toothpaste
Corn Paint—Pax	... 9d., 1/3		... 6d., 1/-
Cream of Magnesia	... 1/3, 2/-	Gripe Mixture	... 1/3
Dental Paste "Super"	... 1/-	Hair Tonic	... 1/3, 2/3, 4/-
"Dento-fyx" for Dental Plates	1/-		
Diarrhoea Mixture	... 1/-, 1/9		
"Dopo" Insect Killer	6d., 1/-, 1/6		

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UCAL SPECIALITIES—continued.

Halibut Liver Oil Capsules ...	1/9	"Safety First" Iodised Throat	
Head and Stomach Pills ...	3d.	Lozenges ...	8½d., 1/3
Hepatic Salt ...	2/6	Salad Dressing, "Betterstill" 1/-, 1/9, 3/-	
"Honey and Flowers" for the		Saline (Fruit) ...	1/6
Hair ...	1/3	Sanitary Fluid (Double Strength)	1/3
Honey, Glycerine and Lemon		Seidlitz Powders, lemon flavour	3d.
with Ipecacuanha ...	8½d., 1/3	Shampoo Foam ...	2/3
Hyd. Peroxide—10 volumes 6d., 10½d.		Shampoo Powders (Henna) ...	3d.
Indigestion Mix. Guy's Hosp.	1/3	Shampoo, Coconut Oil, Liquid	1/3
Influenza Mixture ...	1/3	Powder ...	3d.
Iodine Paint ... ½ oz. 6d., 1 oz. 9d.		Shaving Soap ...	1/-
Iodised Throat Lozenges		Soap, Medicated ...	10½d.
"Safety First" ...	8½d., 1/3	Soapless Shampoo (Liquid) ...	1/-
"Joy Walk" Foot Tablets ...	9d.	Speedy Cough Mixture ...	1/3
Junket Tablets ...	9d.	Stainless Iodine Ointment ...	1/3
Kidney Pills ...	1/-	Sunburn Oil (special) ...	7½d.
"Korn Kaps" (Box of 8) ...	1/-	Sun Tan Oil ...	1/6
Lanoline, Toilet... ...	6d., 10½d.	Super Brilliantine ...	2/6
Lavender Water ...	1/6, 2/3, 4/-	Surgical Spirit ...	9d., 1/3
Laxative Chocolate ...	2d., 6d.	Sutu (Indigestion Tablets)	1/3, 3/-
Liquid Paraffin, "Ucalax" from 10½d.		Syrup of Figs ...	1/3, 2/-
Liver Salt (grapefruit flav.) 6d., 10½d.		Syrup of Hypophosphites 1/-, 1/9, 3/-	
Lysol (Ucal Brand)		Tincture of Iodine ...	7½d., 1/-, 1/6
6d., 10½d., 1/6, 2/9, 4/9		Toilet Paraffin ...	1/-, 1/9
Maclean's Powder 7½d., 1/-, 1/9		Tooth Paste—"Peroxide" 6d., 1/-	
Family Jar ...	1/6	Tooth Powders—	
Magic Toothache Cure ...	6d.	Peroxide, Smokers', Thymol,	
Marienbad Tablets (Anti-Obesity) 2/6		Carb. and Quinine, Formalin 6d.	
Menthol and Wintergreen Cream, 1/3		Ucaloids (Menthol and Liquor-	
Morning Salt ...	4½d., 7½d., 1/-	ice Pellets) ...	4½d.
Neuralgia Mixture ...	1/6	Ucapyrin Tablets ...	9d., 1/3, 1/9
Night Balm ...	9d.	Ucadent ...	1/-
Nursery Hair Lotion ...	1/-, 1/9	Violet Powder ...	2d., 6d., 1/-
Nursery Powder, Borated Zinc		Wart Charmer ...	1/-
and Starch ...	2d., 6d., 10½d.	Water Softener ...	10½d., 1/6
Oatmeal Cream ...	1/-, 1/9	Weed Killer, "Knight's" 1/6, 2/6	
Ointment, Ucal ...	1/3, 3/-	Wet White ...	1/3
Orange Quinine Wine ...	3/4	Whooping Cough Embrocation, 1/3	
Olive Oil, for table and		Whooping Cough Mixture, P.J.F. 1/3	
medicinal use... 7½d., 1/-, 1/9, 2/9		Wind and Indigestion Pills ...	3d.
Parrish's Chemical Food from 9d.		Witch Hazel Extract 7½d., 1/-, 1/6	
Peroxide Tooth Paste ...	6d., 1/-	Witch Hazel Jelly ...	6d.
Phosphorus and Quinine		Worm Cakes ...	2d., 3d.
Tablets ...	6d., 1/-	Worm and Aperient Powders 1/3	
Pine Inhalant ...	8½d.	Zinc Ointment ...	2d., 3d., 6d.
Pine Lung Tonic ...	1/3, 2/6	Zinc and Castor Oil Cream 7½d., 1/-	
Pile Ointment ...	1/-, 1/3, 3/-		
Red Blood Tablets ...	1/3		

THE Prices quoted above are those ruling at the time of going to press, and are subject to variation without notice.

UCAL Prices are notably the lowest possible. Buying, as they do, co-operatively, the 6,000 British Chemists who are associated with The United Chemists Association Limited, are naturally able to give the utmost value.

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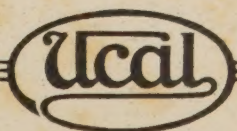
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1938 CALENDAR 1938

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